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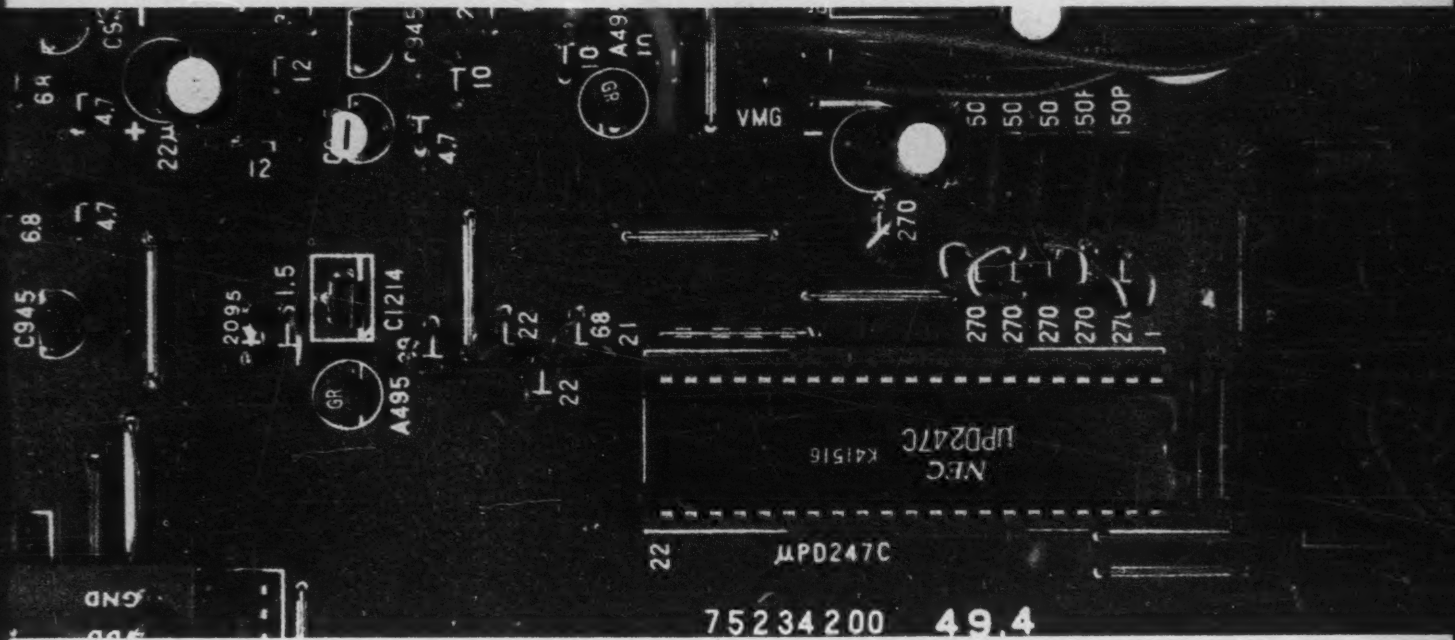
Iowa Development Commission

Digest

November-December, 1982

Iowa maps high-tech future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Story on page 3

Help of advertising firms, local groups sought

Billboard promotion of Iowa planned

The Iowa Development Commission is seeking the help of outdoor advertising companies and civic-minded groups as part of a new, and inexpensive, promotion campaign for the state.

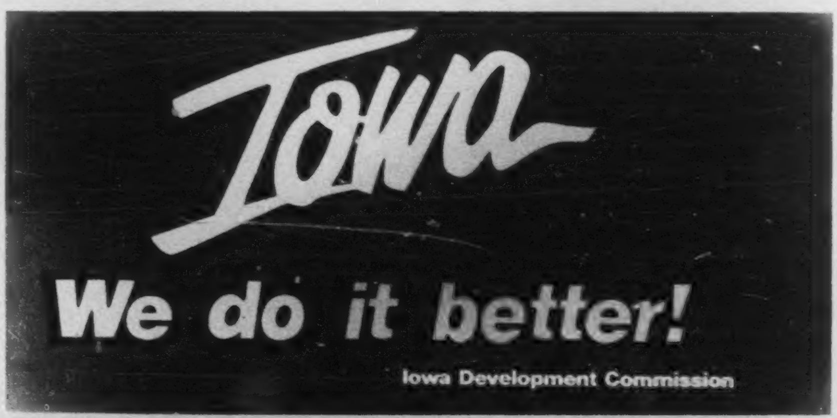
The IDC's Public Information Division has designed two billboard posters for distribution free of charge. The campaign hinges on the willingness of outdoor advertising companies and other groups to display the billboards.

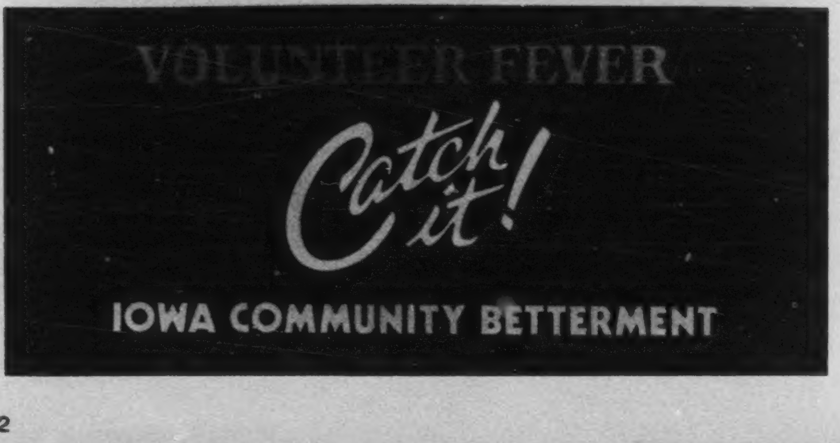
"Other organizations have used this type of promotion with great success," said Tom Blackett, director of the Public Information Division. "We thought it would be a good way for the state to get widespread advertising at a relatively low cost."

One billboard says: "Iowa, We do it better!" The other reads: "Volunteer Fever, Catch It! Iowa Community Betterment."

Kick-off

The IDC kicked off the campaign in November with the mailing of an illustrated brochure that explained the campaign and included order forms. The brochure was sent to outdoor advertising companies throughout Iowa and to local groups which were thought to have an interest in displaying the billboard posters.





Blackett said billboard companies often have short periods of unsold space between orders. The companies prefer filling the space, even if for free, to leaving it blank.

"With this campaign, we can help solve their dilemma, and give the companies the opportunity to help publicize the state," Blackett said.

The advertising companies will select the locations for posting the billboards and the length of time they will be posted.

Local promotion

Both billboard posters also have been designed so local groups can use them as community promotions. Civic leaders can have their community's name added to the sign and buy space to display it.

Blackett said this type of promotion will work well for communities that participate in the Iowa Community Betterment program. The ICB billboard poster was unveiled at Recognition Day in Ames before hundreds of community volunteers. Informational brochures also were made available.

"We expect this campaign to reach all corners of the state," Blackett said. The first billboards should be posted soon. If the program is successful, a third design may be drawn, Blackett said.

For more information on how to obtain billboards write: Public Information Division, Iowa Development Commission, 250 Jewett Building, Des Moines, Iowa 50309.

Iowa heads to where the jobs are — high technology

The state's boast for many years was that Iowans had built themselves a recession-proof economy.

The bragging seemed confirmed by the national recession of the mid-'70s. While plants shut down and workers lost jobs elsewhere, Iowa's economy continued to grow.

But as the calendar turned to the 1980s, Iowans were faced with the fact they were wrong. What had before been a phenomenon only in other states had now touched Iowans.

"We learned Iowa's economy was not as diversified as we thought it was," said David Swanson, director of the Iowa Development Commission. "We knew we had both an agricultural and a manufacturing base. But we hadn't noticed how much our manufacturing base is dependent on the ups and downs of the agricultural economy. That wasn't a problem in the mid-'70s when farm prices were high. But the last three years have shown us what it's like when farm prices are low."

The recent recession has caused some rethinking, and one of the big steps was the appointment last May of a High Technology Task Force by Gov. Robert D. Ray.

The task force tried "to map what's right for Iowa for the next 20 years," said Swanson, who chaired the task force. "We knew we had to diversify somehow. We didn't look for any instant success. We took a long-term look at what Iowa needs to do. Our goal was more jobs for Iowans."

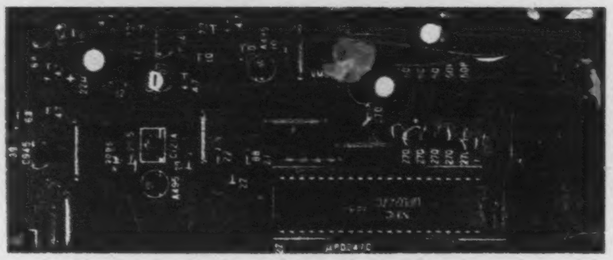
The task force presented its report to the governor on Nov. 1. (See list of recommendations on page 4.)

Growth potential

High technology was examined because of its growth potential. A recent Congressional study found that high-technology industries accounted for 75 percent of the net growth in manufacturing jobs in the United States between 1955 and 1979.

Some have labeled the trend a second "Industrial Revolution." The United States rode to the top of the world's economy on steel and auto production. Now to keep its position, most experts agree, the country must compete in the high-technology market. Iowa officials hope to see the state follow the same path.

A precise definition of "high technology" is elusive. One writer defined the products of high-technology firms as goods that "frequently did not exist until recently and could not exist without large inputs of advanced science and technology." Examples of high-technology products are: medical wonder machines such as CAT scanners, plants that are bred to resist disease or grow without fertilizers, and the small computer chips that are now the guts of nearly every electrical device.



Ron Kraft, director of the IDC's Industrial Division, noted the maturity of the products of many Iowa industries.

"Iowa, right now, has a lot of very successful, but very mature, industries. They aren't going to dry up and blow away, but they won't continue to have rapid growth either," Kraft said.

In fact, an emphasis on high technology is integral to the continued competitiveness of Iowa's traditional industries, such as farm implement makers, according to Robert H. Meier, a member of the task force and of the Iowa Development Commission. Meier, who is general manager of the John Deere Ottumwa Works, said the use of computers and robots in the manufacturing of tractors at a new Waterloo plant is essential for the company to "stay competitive on a global basis."

Stem exodus

The development of high technology also is seen as a way to stem the exodus of the state's engineers, scientists and other highly skilled technicians.

"We pay to educate them at our universities, but then they leave," Kraft said. "They will stay in Iowa if we can get them a job here. Our universities are already supplying a lot of the people who go into high-technology professions."

Iowa State University is the third-largest supplier of engineers to computer giant Hewlett-Packard, Swanson said.

A number of Iowa firms already are involved in the manufacture of what would be considered high-technology products. The list ranges from computer firms such as Sperry Univac in Clear Lake and Norand in Cedar Rapids to electronics firms such as Rockwell-Collins and J-Tec Associates in Cedar Rapids. Even in the smaller towns, Iowa finds high technology — robots at Positech Corp. in Laurens and state-of-the-art radios at E.F. Johnson Co. in Garner. Pioneer Hi-bred International of Des Moines does extensive research in modern methods of plant breeding.

Iowa's more traditional firms are involved in high technology as well. Food processors such as Hubinger Co. of Keokuk and Archer Daniels Midland in Clinton and Cedar Rapids

(Cont. to page 4)

Task force outlines steps needed for brighter future

The High Technology Task Force, which was appointed last May by Gov. Robert D. Ray, recommended the following:

— Iowa's research and development efforts in high technologies should be concentrated in the following areas: biotechnology, microelectronics, productivity enhancement/process controls and energy alternatives.

Biotechnology includes research and development in areas such as pharmaceuticals, chemicals and plant breeding. Microelectronics includes the application of the latest electronics technology to products such as medical instruments, agricultural equipment and telecommunications equipment. Productivity enhancement and process controls refer to the use of tools such as robots and computers in the manufacture of traditional products. Energy alternatives include the conversion of waste products, farm products and the sun's rays into viable energy sources.

— The mechanisms to transfer research information among industries, universities, laboratories, governments and the public should be developed, expanded and improved.

— The resources of Iowa's government agencies, legislature, educational institutions and businesses should be directed toward the development, attraction, expansion and utilization of high technologies.

— The governor should immediately establish an Iowa High Technology Commission to pursue, guide and coordinate Iowa's efforts on high technology.

— Legislative incentives for encouraging the location and expansion of high technology companies should be considered.

These should include: authorization of tax credits for research expenses; increased tax deductibility for contributions of research equipment to non-profit and educational institutions; expansion of the permitted uses of tax-free, industrial revenue bonds to include the financing of research and development facilities; revision of state securities laws and administrative rules to encourage venture capital financing for high technology firms; and reduction of property taxes on research and development facilities and equipment.

— Iowa's public and private educational delivery systems should be improved and the state's educational institutions should be strengthened to reflect high technology industries, research and applications.

These efforts should include: expansion of advanced technical courses in area college curricula; greater emphasis on mathematics, science, computer literacy, communication skills including foreign languages, and business in the state's elementary, secondary and higher education institutions; encouragement of partnerships between the private sector and the educational system to strengthen the technical competence of teachers and students; incentives to assure an adequate number of instructors in technical subjects; expansion of continuing education opportunities for adults; publication of job opportunities available in high technology occupations; provisions for the sharing of high technology equipment and facilities between the private sector and educational institutions; and incentives for educational institutions to use telecommunications and other advanced educational technology in the classroom.

— Mechanisms should be created to increase the availability of private venture capital for high technology companies. These mechanisms should include matching grants and loans for research projects with commercial promise.

— Research and development centers should be established near research universities.

— Promotional efforts for the state should be directed toward identifying Iowa as a place for high technology to develop. ◆

Colleges are

(Cont. from page 3)

use advanced technology to make their products. In meat packing, Iowa Beef Processors' plants are among the world's most modern.

Swanson concedes that Iowa isn't the first state to look to high technology for growth.

"We aren't first, but we sure aren't last," he said. "We really have no choice. The advance in technology is going to go on whether Iowa's in it or not."

Midwest a natural

Swanson noted studies that show the Midwest is a natural area for high-technology development because of its high educational base and its lower cost of doing business.

Iowa's central location, existing manufacturing and university research bases, low-cost housing, tax climate and lifestyle will work to the state's advantage in attracting high-technology firms, Swanson said.

Mavis Kelly of the Iowa Department of Public Instruction said, "I think the thing that Iowa has that's going to be the most valuable resource is we have a very literate population, a population with a very strong work ethic. We're two steps ahead on that basis."

Iowa's universities probably are the key to efforts to attract high-technology industries. Many of the nation's largest advanced-technology firms began with the ideas of just one or two researchers. As they grew, the companies depended on a steady supply of newly graduated engineers and scientists. Large high-technology industrial parks such as the Silicon Valley in California, Route 128 in Massachusetts and the Golden Triangle in North Carolina all have developed around major research universities.

"There are many schools in Iowa with fine reputations that are doing a lot of research right now," Kraft said.

Speech analyzer

At Iowa State, electrical engineering professor George Holland is working on a speech analyzer that translates the human voice into visual displays on a screen. The device appears to hold promise for the deaf.

D.C. Spriestersbach, vice president of educational development and research at the University of

key to advanced technology push

Iowa, said faculty members there are working on a number of projects that appear to have commercial applications, especially in the area of recombinant DNA.

Kraft noted that Drake University's pharmacy school, and the National Animal Disease Laboratory and Ames Laboratory in Ames could play large roles, too, in Iowa's efforts to attract high technology.

The task force report urges nonprofit organizations to develop research and development centers near universities. The centers would foster cooperation between the universities and the private sector as they work to transform basic research into commercial products.

Spriestersbach said such research and development centers would allow faculty members to work with industry as consultants. The centers could employ graduate students as well, he said.

But Spriestersbach cautioned that such brick and mortar projects will do little good without ideas. The way to get those ideas is by hiring well-educated, bright faculty at the universities, he said.

Iowa also has to work to overcome some of the hurdles that prevent the adequate transfer of technical knowledge between the universities and the industries, Swanson said.

Area colleges

Community colleges, too, will be central to high-technology development. Retraining is the key to transferring the skilled and unskilled workers from low-technology jobs to high-technology ones, Swanson said.

"Retraining is going to be a national need, not just an Iowa need," said Mavis Kelly of DPI. "And I think we have some very good advantages for Iowa. We have the strongest educational delivery system in the country. We have a very fine post-secondary system."

Kelly said an example of the work that can be done for laid-off workers occurred last year in Des Moines. Workers from the old Wilson meat packing plant were aided by a mayor's task force, officials from Des Moines Area Community College and state officials. "Using resources now available, we were able to retrain many of them and get them both high-technology and low-technology jobs," Kelly said.

The report also recommends a number of steps that should be taken in the elementary and secondary education system to prepare students for a high-technology world.

Financial climate

Besides education, Iowa must consider changes that will make the state's financial climate better for high-technology firms, Swanson said. On the list are tax incentives for research and development expenses and changes in securities laws to simplify stock issues.

> **'There's every reason to believe that Iowa can succeed in building a high-technology industrial base.'**

The groundwork for a high-technology push in the state already has started.

Officials at the U of I this fall sponsored their third meeting between university staff and industry representatives to discuss the relationship between the academic and private sectors. Iowa State University sponsored a conference on computer instruction in Iowa's public schools. The National Science Foundation agreed to hold a regional conference in Des Moines next spring to give small-business people a chance to learn about the nation's latest research.

Planning was begun by Iowa State with advice from the IDC for a high-technology film that will let prospective companies know what's going on in high technology in Iowa and what makes the state an attractive place to locate a plant. And, four members of the IDC staff and five representatives of Iowa businesses visited California's Silicon Valley in early October. The group contacted more than 250 firms to let them know of Iowa's interest in high technology and to gather information about where Iowa's efforts should be directed.

"We learned of some expansion prospects in the future, but not of anything specific for right now," said Kraft.

Based on what he and the other Iowans saw on the trip, Kraft said, "there's every reason to believe that we can succeed in building a high-technology base of industry in this state. I think the picture looks very good."

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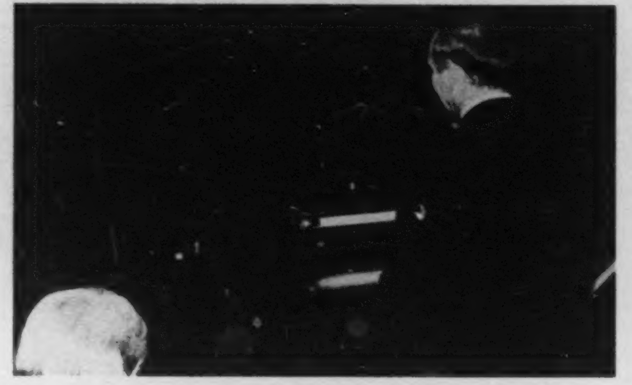
Gov. Robert D. Ray listens as David Swanson, chairman of the High Technology Task Force, answers questions about advanced technology at a November news conference. Swanson also is director of the Iowa Development Commission.



Ray says farewell to ICB volunteers

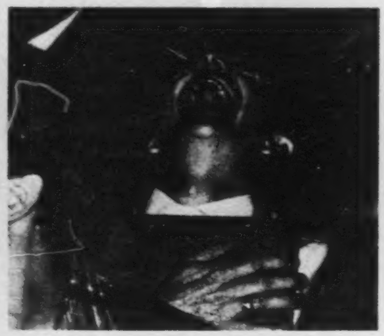
Gov. Robert D. Ray said his farewell to the Iowa Community Betterment program and to more than 1,400 community volunteers during ICB Recognition Day activities in Ames Nov. 5.

Ray started the ICB program in 1970, challenging Iowans to improve their communities through volunteer work. Since then, an estimated $175 million in community improvements have been attributed to the program.

Ray presented the first Governor's Trophy to the community of Monona. The award was begun this year to honor the retiring governor's many years of work in community betterment. The Governor's Trophy will be given each year to the community that best exemplifies the spirit of community betterment.

Twenty private sponsors donated $20,000 for the outstanding achievement and youth involvement awards. The communities' projects were rated in September by teams of volunteer judges.

In addition, the Iowa Blue Flame Gas Association sponsored cash awards for communities with outstanding energy conservation projects, and the Iowa Arts Council sponsored cash awards for communities with the best arts projects. Winning projects in those areas were selected by representatives of each group. ✦



Left: Monona residents celebrate after learning that their town won the first Governor's Trophy. Above: Monona's John Ryan hugs the trophy.

1982 Community Betterment Awards

IOWA ARTS COUNCIL

$300 Cedar Rapids — sponsored library programs for children; held fine arts festival; continued restoration of Paramount Theater.
$300 Drake Neighborhood, Des Moines — published historical book.
$200 Clarion — held festival celebrating art, history, music.
$200 Ottumwa — produced musical-comedy revue.
$100 Beaman — designed and dressed wooden dolls.
$100 Corydon — established arts council that sponsored three recitals, arts and crafts show, touring arts team, repertory theater, sales of local artists' prints.
$100 Czech Village, Cedar Rapids — produced educational kits of Czech heritage and culture.
$100 Diagonal — held Art in the Park event.
$100 Fort Madison — continued community theater.
$100 Lewis — held craft and antique flea market; renovated bandstand.
$100 Maquoketa — raised money and began work on community theater building.
$100 Marion — held art and music festival; continued community theater.
$100 Primghar — sponsored community theater performances and projects.
$100 Tama — organized arts council.

IOWA BLUE FLAME GAS ASSOCIATION

Outstanding Achievement
1. **$500 Forest City** — installed energy-saving lights downtown.
2. **$400 Sioux Center** — held an energy fair and began a home energy audit program.
3. **$300 Tama** — renovated 17 homes in older neighborhood.
3. **$300 Carpenter** — developed and implemented 12-point energy-saving plan.
4. **$200 Calamus** — insulated community meeting hall.
5. **$100 Boone** — planned energy efficient features for "Y" expansion.
  $75 Honorable Mention — Auburn — insulated community building.
  $75 Honorable Mention — Blockton — bought new furnaces for community building.
  $75 Honorable Mention — Pleasant Plain — insulated and remodeled community center.

Youth Involvement
  $300 Gowrie — raised money for new youth center.

COMMUNITY BOOTH DISPLAYS

1. $100 Corydon. 2. $75 Monona. 3. $50 Carson.

1982 Community Betterment Awards

OUTSTANDING ACHIEVEMENT AND YOUTH INVOLVEMENT

CATEGORY I — Under 250

Outstanding Achievement

1. $500 **Blencoe** — surveyed youth; lobbied to keep school; the youth sponsored "Family Togetherness Nights."
2. $400 **Kirkman** — beautified community; continued park construction; held community celebration.
3. $300 **Welton** — held community meeting; raised money for community center; youth established a newspaper.
4. $200 **Hanlontown** — erected street signs and placed logos on rural mailboxes; held community celebration; planned park improvements.
5. $100 **Hansell** — continued planning for community center; beautified community; restored ball park.

$50 **Honorable Mention — Benton** — installed bathroom in community building; improved park; lobbied to save town post office.

Youth Involvement

$500 **Blencoe** — see above.

$50 **Honorable Mention — Welton** — see above.

CATEGORY II — 251-497

Outstanding Achievement

1. $500 **Diagonal** — built emergency vehicle; the youth planted trees, sponsored drug abuse program, held bike-a-thon for cystic fibrosis, sponsored Art in the Park celebration; the Lions replaced downtown sidewalks, made improvements to Lions' and community restaurant, made improvements to Lions' Community Building.
2. $400 **Peterson** — improved fire and emergency medical services; sponsored touring arts team visit; planned welcome for RAGBRAI.
3. $300 **Low Moor** — held community meeting; established recreation program; added rescue unit to fire department, gave EMT instruction.
4. $200 **Rowan** — built multi-purpose recreational court; painted mural; beautified community.
5. $100 **Auburn** — raised money for recreation facility; held health and safety workshops; beautified community.

Youth Involvement

$500 **Diagonal** — see above.

$50 **Honorable Mention — Charlotte** — youth planted garden for elderly and poor; held bike-a-thon for hospitalized children; participated in first aid instruction.

$50 **Honorable Mention — Mondamin** — youth and adults painted mural; insulated fire station; published monthly newsletter.

CATEGORY III — 498-950

Outstanding Achievement

1. $500 **Hedrick** — restored park; built sign pointing to main street; held community celebration.
2. $400 **Hubbard** — built mini-park downtown; built senior citizen housing; raised money for new ambulance.
3. $300 **Carson** — formed community council; improved downtown area; continued construction of recreational area.
4. $200 **Titonka** — renovated community center; continued community beautification; held community variety show.
5. $100 **Schleswig** — improved tennis courts; held safety awareness and training program; established community endowment fund.

$50 **Honorable Mention — Arlington** — built library and community center; built solar collectors for senior citizen housing.

Youth Involvement

$500 **Murray** — formed police reserve; established youth crime prevention program; cleaned up community.

$50 **Honorable Mention — Charter Oak** — surveyed community; cleaned up community; rebuilt community cafe.

CATEGORY IV — 951-1,439

Outstanding Achievement

1. $500 **Greene** — surveyed youth; cleaned up river bank; continued "Welcome Sign" project.
2. $400 **Sidney** — bought Jaws of Life; erected street signs, sold house numbers and compiled phone book; developed nature trail.
3. $300 **Columbus Junction** — painted mural; cleaned up community; improved community building.
4. $200 **Jewell** — built park shelter; raised money for band uniforms; organized community club.
5. $100 **Primghar** — sponsored community theater performances and projects; began fund raising for medical center; taught CPR courses.

$50 **Honorable Mention — Roland** — established program to lower peak energy demands; established library; beautified community.

Youth Involvement

$500 **Greene** — see above.

$50 **Honorable Mention — Saint Ansgar** — the youth performed variety of projects; began effort to recruit doctor; established first aid program.

CATEGORY V — 1,440-2,700

Outstanding Achievement

1. $500 **Jesup** — recruited new doctor; raised money to buy new ambulance; beautified community.
2. $400 **Coon Rapids** — developed outdoor classroom; cleaned up fairgrounds; bought Jaws of Life.
3. $300 **Corydon** — surveyed community; established arts council; began senior citizens recreation program.
4. $200 **Holstein** — held centennial celebration; held fire prevention activities; began drug awareness program.
5. $100 **Fayette** — surveyed community; established meals-on-wheels program; cleaned up park.

$50 **Honorable Mention — Mount Ayr** — rebuilt church and community hall; continued park improvements; youth performed variety of projects.

$50 **Honorable Mention — Remsen** — built park shelter house; surveyed community.

Youth Involvement

$500 **Monona** — youth erected flag poles, improved park, took CPR classes, set up peer helper program; improved park; established drug abuse program.

CATEGORY VI — 2,701-4,999

Outstanding Achievement

1. $500 **Camanche** — held town meeting; raised money for community hall renovation; restored depot as museum.
2. $400 **Onawa** — began fund raising for new ambulance; began crime prevention program; started farmers' market.
3. $300 **Monticello** — organized program to encourage erection of martin houses; beautified community; sponsored youth soccer program.
4. $200 **LeClaire** — continued efforts to save ambulance service; held activities for youth; established chamber of commerce.
5. $100 **Eldora** — raised money for fire equipment; held community health programs; organized summer recreation program.

$50 **Honorable Mention — Clarion** — resurfaced tennis courts; built helipad for air ambulance; held community festival.

$50 **Honorable Mention — West Union** — established emergency medical service; developed cardiac rehabilitation program; bought Jaws of Life.

Youth Involvement

$500 **Monticello** — see above.

CATEGORY VII — 5,000-10,000

Outstanding Achievement

1. $500 **Decorah** — continued fund raising for group home for mentally retarded; continued park clean-up; began community fitness program; added youth to community committee; raised money and began work on community theater building; continued improvements to nature area.
2. $400 **Maquoketa** — surveyed community; continued crime prevention program; established youth center; 4-H youth performed several projects; held summer recreation program; began work to create tourist attraction out of old lime kilns.
3. $300 **Cherokee** — held community clean-up day; began development of park; continued improvements to park; raised money for TVs and cable service at hospital; raised money for Little League equipment; sponsored crime prevention program.
4. $200 **Creston** — held community stop smoking program; set up support program for terminally ill patients and families; the youth made improvements to an elderly couple's home; continued volunteer support for health care scholarships and hospital equipment; restored park fountain; held crime prevention program.
5. $100 **Vinton** — held community meeting; began publishing community newsletter; worked to attract doctors; began beautification award for businesses; began citizen of month award; added train rides to community celebration.

$50 **Honorable Mention — Glenwood** — began fund raising for library addition; took community survey; improved park; sponsored bloodmobile; built amphitheater; formed concerned parents organization.

$50 **Honorable Mention — Denison** — began fund raising for library; started planning for auditorium-recreation complex; began fund raising for sheltered workshop; established program for temporary help to needy; established support program for new fire station.

Youth Involvement

$500 **Chariton** — high school students answered children's letters to Santa; youth made improvements to senior citizens' center; continued community clean-up; relocated public mailboxes; planted trees in community; started a program for volunteer tutoring of elementary pupils.

CATEGORY VIII — Over 10,000

Outstanding Achievement

1. $500 **Boone** — continued planning for park; painted mural; youth committee started several projects; held fundraiser for "Y"; held Pufferbilly Days celebration.
2. $400 **Marion** — helped Marion, Ill., tornado victims; developed crime watch program; promoted bond issue for new police station; youth did odd jobs for handicapped and elderly; held arts and music festival; continued community theater.
3. $300 **Ankeny** — formed community theater; set up juvenile justice council; established peer helpers program for high school students; built new ball diamond complex; set up Founders Day celebration; raised money for restoration of barn for art shows and classes.
4. $200 **Cedar Rapids** — began drug abuse program; continued library programs for children; continued crime watch program; held fine arts festival; continued restoration of Paramount Theater; began volunteer instruction programs for elementary pupils.
5. $100 **Urbandale** — held community celebration; continued community chorus; continued community band; sponsored tree and daisy sale; built fitness trail; sponsored Health Month.

Youth Involvement

$500 **Fort Dodge** — youth held a radio show fundraiser; held talent show; held fun-run and mini-run; held music show; held carnival; sponsored Fourth of July celebration.

$50 **Honorable Mention — Boone** — see above.

$50 **Honorable Mention — Ottumwa** — the high school vocational club sponsored activities; produced musical-comedy revue.

CATEGORY IX — Neighborhoods (cities over 25,000)

Outstanding Achievement

1. $500 **Drake Neighborhood, Des Moines** — published historical book; cleaned up park; set up neighborhood organization.
2. $400 **Southside Neighborhood, Council Bluffs** — continued volunteer organization of sixth graders; remodeled youth shelter; built tool-lending library.
3. $300 **Highland Neighborhood, Waterloo** — sponsored 22 different activities and events to bring neighborhood together; improved park; held spring festival.
4. $200 **Hillcrest Neighborhood, Fort Dodge** — painted church basement; raised money; sponsored childrens' parties.
5. $100 **Southeast Neighborhood, Des Moines** — collected and distributed used clothing; youth cleaned up community.

$50 **Honorable Mention — Norris School, Marshalltown** — developed plans to convert vacant school grounds to park and playground.

Youth Involvement

$500 **Southeast Neighborhood, Des Moines** — see above.

$50 **Honorable Mention — Southside Neighborhood, Council Bluffs** — see above.

Fort Atkinson 1982

The smell of burning wood hung heavy over Fort Atkinson. Reports from muskets rang off the quarry walls. Cannon shots sent tremors through the ground.

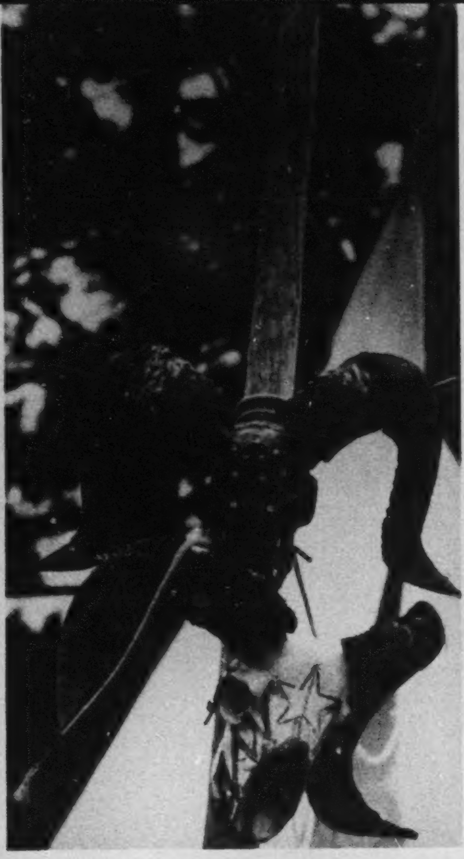
The reason for the sudden animation of the usually tranquil fort was the Sixth Annual Fort Atkinson Rendezvous. The event drew more than 25,000 spectators this fall. And hundreds of buckskinners, artisans and soldiers were there to show the spectators what life was like in the 1840s.

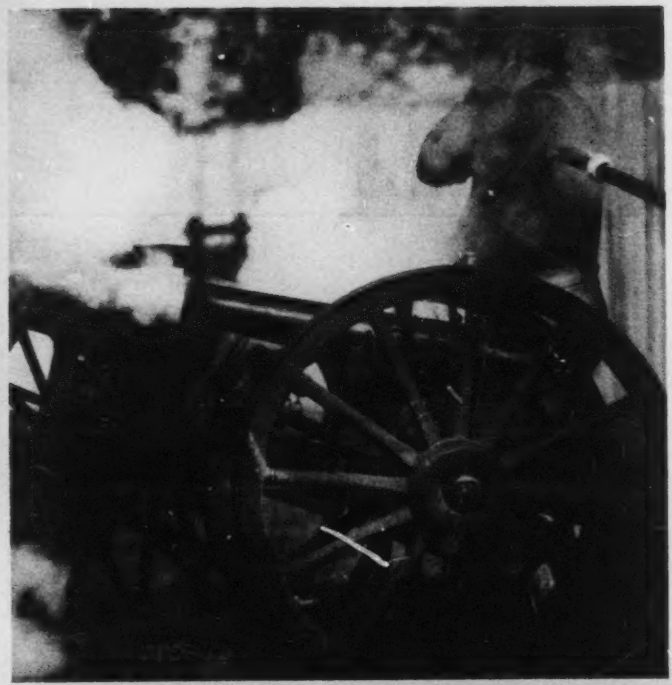
Dressed in period clothing, the participants spent the weekend of September 25 and 26 in tepees, lean-tos and wall tents. What began as a small encampment of 36 sites in 1977 has now grown to be a village of 190 sites.

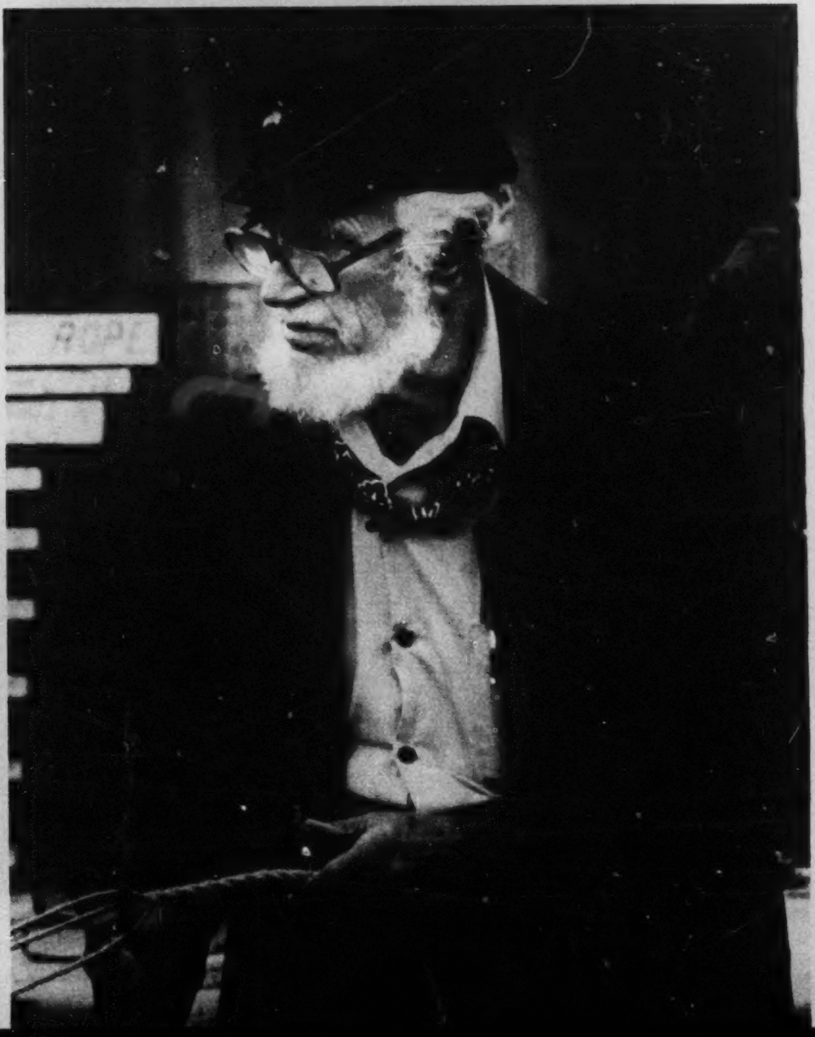
The spectators ate the food of yesteryear and watched as forgotten crafts were brought back to life. Tomahawk throwers split playing cards while would-be frontier women hurled heavy iron skillets at a suspended dummy.

The two-day event in northeast Iowa is sponsored by the Iowa Development Commission, Iowa Conservation Commission and the people of the Fort Atkinson area. The rendezvous is held with the permission of the Iowa State Preserves Advisory Board.

"The reputation of this rendezvous continues to be excellent with both the participants and the spectators," said Kyle McGonigle, marketing and promotion coordinator for the IDC Tourism and Travel Division. "We had participants from as far away as Pennsylvania and Ontario, Canada. And, 60 percent of the spectators are repeat visitors." ◆






ROPE

Study finds potential for more tourism

Tourists draw a blank when they're asked what they think of vacationing in Iowa, according to a market research study commissioned by the Tourism and Travel Division of the Iowa Development Commission.

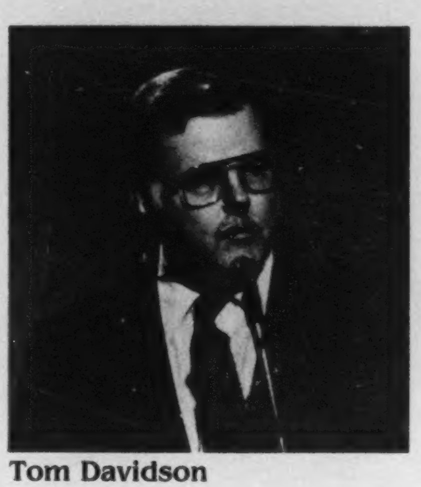
But the research results show the state's tourism image among non-Iowans is a zero and not a negative number. And that fact is a key to building a bigger tourism trade in Iowa, according to market researcher Tom Davidson, president of the internationally recognized travel research firm of Davidson-Peterson Associates of New York.

"The problem is not rejection as much as it is failure to even consider Iowa," Davidson said in summarizing his four-volume report. "It's not: 'Don't go there.' It's: 'I wouldn't think of going.'"

Corn, farmland

The respondents described Iowa "as a traditional, rural society dominated by corn and farmland," Davidson said. "Farming is not usually associated with tourism."

Still, Davidson was upbeat. "In no way does this imply that the task (of trying to attract more tourists) is not worth it," he said. "The image of a peaceful place to unwind that provides a good value for the dollar is a place to start."



Tom Davidson

Increased tourism would translate into more jobs for Iowans and greater income for the state, said Phil Morgan, director of the IDC's Tourism and Travel Division. In 1981, with little promotion, travelers in the state spent nearly $1.6 billion and helped create 51,500 jobs for Iowans.

"This report is invaluable," Morgan said. "We now have a better idea of what needs to be done to build tourism in this state."

The study included the distribution of questionnaires to tourists traveling through Iowa last summer, phone interviews and group discussions with prospective visitors to Iowa, and interviews with representatives of the travel trade.

Davidson cautioned that the study's findings reflect perceptions and not fact.

Near bottom

During phone interviews, residents of states adjacent to Iowa ranked Iowa near the bottom of the list of Midwestern states they were likely to visit. Those interviewed ranked Iowa behind Wisconsin, Minnesota, Illinois, Missouri and South Dakota. Iowa ranked above Nebraska.

When those interviewed were asked what came to mind when they thought of an Iowa vacation, most couldn't give an answer. The Amana Colonies were mentioned by 4 percent, but the answer of "nothing" was given by 16 percent.

Even the current visitors to Iowa had a tough time naming a specific place to visit in the state. The Amanas and Des Moines had the highest responses, but the state's other attractions received few mentions.

Most of the current visitors were passing through Iowa on their way to other states. Only about 10 percent of them were in the state for purely discretionary pleasure trips. The rest were in the state visiting friends or relatives or attending meetings.

Activities appealing

During one portion of the questioning, those interviewed were given general descriptions of what they could do and see at several Iowa attractions — such as Okoboji or the Amanas — but they weren't told the location of the areas. One-fifth to one-third of the respondents said they would like to take part in such activities. About 70 percent said the attractions sounded appealing.

"They don't reject it. They don't know it's here," Davidson said.

The image that "came through in every phase of the research" was of farming, corn and farmland. The residents of states adjacent to Iowa ranked Iowa highly as: the best state to see farm life; a place where friendly people live; a place where people lead slower-paced, traditional lives; a clean state with quaint small towns; and a state that is easy to get to.

"The view of Iowa as a vacation destination which offers rest and relaxation, a slower-paced, simpler lifestyle, in a clean, beautiful state . . . is a good basis for tourism," Davidson said.

Iowa's biggest potential market is among people who like short pleasure trips to break their routines or to escape from hectic urban life.

Steps needed

What's needed, though, is not just a massive, creative advertising campaign, Davidson said. He recommended a number of steps that must be taken first.

The state and private sector need to develop tourist attraction focal points to grab the travelers' atten-

U.S. tourism now second-largest retail industry

The travel and tourism industry is now the nation's second largest retail or service industry in terms of total sales, according to a report released by the U.S. Travel Data Center, Washington, D.C.

Domestic and foreign travelers spent $191 billion in the United States during 1981. That figure enabled the travel and tourism industry to surpass automotive dealers on the total sales list, and placed it second behind food stores.

The report also indicated that travel spending directly generated 4.6 million jobs in 1981 with a payroll of $40 billion. ♣

despite Iowa's non-travel image

tion. The Dells area would be an example of a focal point in Wisconsin. "With the possible exception of the Amana Colonies, there are no such points now," Davidson said. "Des Moines, Dubuque and Okoboji have potential that is not being realized."

Davidson also said:

— Self-guided tours of areas in the state should be developed.

— Events with potential to attract families with children should be promoted.

— The pamphlet and brochure campaign should be improved.

— A "bed and breakfast" program that allows guests to stay overnight in residents' homes should be established.

— The tourism industry should be strengthened through the training of owners and entrepreneurs.

— Personal selling efforts to national tour operators should be expanded.

Davidson estimated the cost of these efforts at $1.5 to $2 million. Iowa now spends about $350,000 promoting tourism, a figure that ranks Iowa at the bottom of the fifty states in spending for tourism promotion.

Davidson's study found that Iowa's visitors are well-educated and affluent. "It's a substantial market and it's a spending market." The economic impact would be large if more of them could be attracted to Iowa, he said.

Davidson is now developing a detailed marketing plan based on the findings of the research. The marketing plan is being funded by the private sector through the Iowa Travel Council. ◆

1982 travel survey offers mixed signs

A record number of travel parties used Iowa's seven tourist information centers during the 1982 summer travel season, according to information from the centers' registration books.

More than 63,200 travel parties signed the books in 1982. During 1981, 56,800 travel parties registered. The average travel party size in 1982 was 2.7 persons, meaning that about 170,000 travelers stopped at the centers this summer. The centers, which were open from May 16 through Sept. 15, are located at rest areas along Iowa's three interstate highways.

"Early indications were that our registrations would be way down this year," said Phil Morgan, director of the Tourism and Travel Division for the Iowa Development Commission. "But activity improved after the rains of early summer passed."

Other measures down

Despite the rise in the number of registrations, most of the other measures of travel activity taken at the centers during 1982 were down from the previous year.

"The numbers don't tell us why certain things happened. The down economy certainly played a role," Morgan said. "However, the effect of the slow economy might have been reduced, perhaps even nullified, by an aggressive program promoting Iowa's tourism industry. We are hopeful that the upcoming legislature will agree to the need for such a program," Morgan said.

The 1982 estimate of 2.7 persons per average travel party was taken from interviews with 1,300 of the information center visitors. In 1981, the average party size was 3.1 persons.

The survey also indicated that the average spending per day by each travel party was $62.17, down from $71.50 in 1981. The average spending in 1982, however, was higher than the 1980 figure of $57.12.

The average trip length for the travelers who were interviewed was 16.7 days, of which 2.4 days were spent in Iowa. During 1981, the average trip length was 14.8 days, but the travelers spent 2.9 of those days in Iowa.

Iowa destinations

Twenty percent of those interviewed said their destination was Iowa, compared with 23 percent in 1981. Illinois, Missouri and Minnesota accounted for one-third of the visitors with Iowa destinations.

About 75 percent of the travelers had visited Iowa before, a figure consistent with those gathered in 1981 and 1980. Des Moines was the area most often visited by travelers, followed by the Amana Colonies and West Branch.

Families again comprised the majority of travel parties. But the number of individual and retired travelers was up slightly, with each group comprising about 13 percent of the surveyed travel parties. ◆

Rising ethanol sales ease grain glut

Monthly sales of alcohol-blended fuels in Iowa have tripled during the past year, providing an essential market for the state's record-setting corn reserves.

The higher sales came during a time when farmers were preparing to harvest their fourth bin-busting corn crop in a row.

"The timing of Iowa's promotion of alcohol fuels couldn't have been better," said John Butterfield, director of the Research Division for the Iowa Development Commission. The IDC and the Iowa Corn Promotion Board began heavily promoting the fuels in July 1978. "Since then, we've had record or near-record corn harvests every year."

Higher nationwide

The recent sales growth in Iowa has been mirrored in sales nationwide. Monthly sales of alcohol-blended fuels throughout the country doubled between January and September 1982. New sales records have been set in California, Michigan, Nebraska, Oklahoma, Kentucky, South Carolina, Texas and Virginia.

The exact effect of the increased sales on the demand for corn is hard to calculate. But, as a rule of thumb, analysts say four bushels of corn goes into each 100 gallons of alcohol-blended fuel. Using that formula, the increase in sales of 80 million gallons per month in the United States can be said to be providing a market for an additional 3.2 million bushels of corn per month.

Iowa's 1982 corn crop is expected to be about 1.6 billion bushels.

Specific figures

Specific figures on sales of alcohol-blended fuels in Iowa show that they grew from 14.8 million gallons in September 1981 to 44.9 million gallons in July 1982. In July, alcohol-blended fuels captured 38 percent of the gasoline market in Iowa. That figure was only 12.4 percent in September 1981.

Sales in August 1982 dipped slightly to 44.2 million gallons, but Tom Pearson, research analyst for the IDC, said the drop probably is attributable to reporting variations.

The main reason for increased sales in Iowa and other states appears to be a change in what the fuel is named, Pearson said. What once was called "gasohol" is now sold under a variety of names, particularly "super unleaded with ethanol."

"People like the name 'ethanol' better because it sounds like an efficient fuel for a car. The word 'super' better describes the product because alcohol blends make a higher-grade fuel," Pearson said.

"Ethanol is now an accepted product," Pearson said. "It's no longer considered just a substitute."

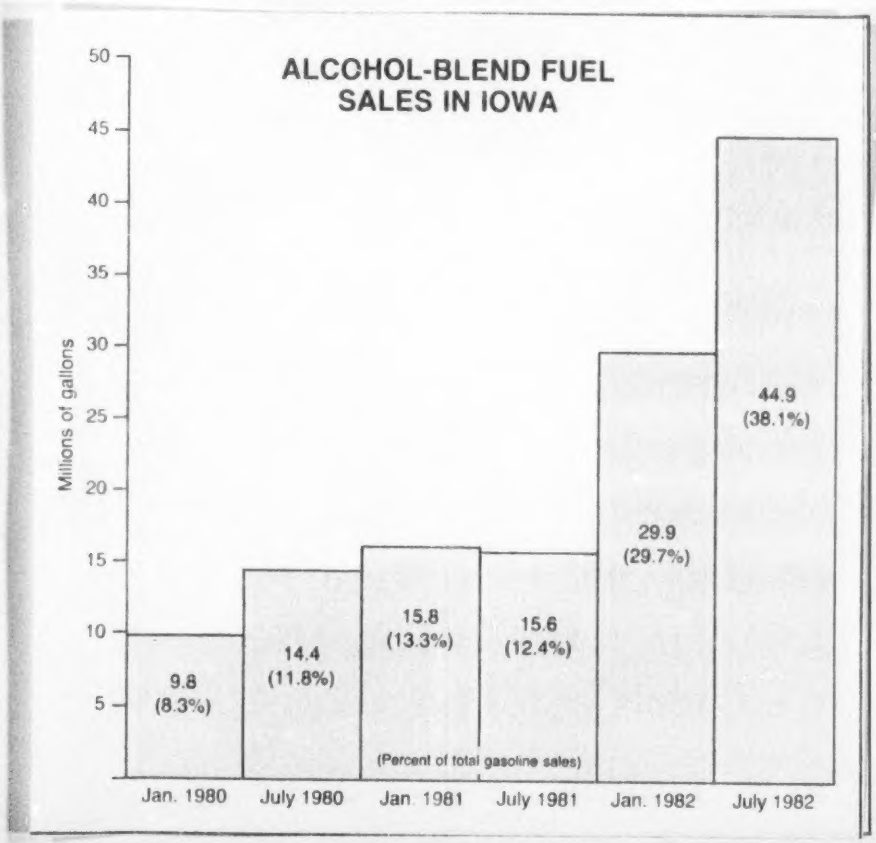
Tax change

Also playing a role in higher sales in Iowa was a temporary decrease in September 1981 in the tax charged on sales of alcohol-blended fuels, Pearson said. But, interestingly, when the tax exemption returned to its former level this spring, the effect on sales was negligible. Still, demand for alcohol-blended fuels appears to be sensitive to price changes, Pearson said.

Price drops gave a minor boost to sales in the fall of 1981, he noted. The price of alcohol was dropping nationwide. The Iowa price dropped even more because three alcohol plants in the state had just been completed. The price drop led many gasoline retailers, especially convenience stores, to sell only alcohol-blended fuels.

The entire state tax exemption in Iowa is slated to be phased out over the next three-and-a-half years.

"Nobody knows what will happen to sales during that time, but based on sales this past year, the fuel alcohol industry looks as if it will be able to endure," said Doug Getter, assistant to the director of the IDC.



Iowa Ag & Business Indicators

Labor Demand and Supply[1]

August, 1982

Service Area	Unfilled Openings	New Apps.	Service Areas	Unfilled Openings	New Apps.
Ames	181	1,080	Iowa City	265	1,384
Atlantic	69	447	Keokuk	8	420
Burlington	217	1,280	Marshalltown	150	602
Carroll	137	658	Mason City	130	973
Cedar Rapids	331	2,934	Muscatine	33	657
Centerville	6	308	Newton	13	727
Charles City	10	481	Oskaloosa	28	644
Clinton	156	1,198	Ottumwa	29	1,186
Council Bluffs	197	1,907	Sheldon	60	459
Creston	111	605	Shenandoah	85	525
Davenport	273	2,841	Sioux City	438	2,269
Des Moines	964	5,463	Spencer	146	724
Dubuque	191	1,729	Storm Lake	150	419
Fairfield	61	276	Waterloo	188	2,806
Fort Dodge	302	1,090	Webster City	50	324
Fort Madison	49	394			

[1] All new applicants and job openings listed with the Iowa Department of Job Service.

Consumer Price Index

	Aug. 1982	Aug. 1981
All Urban Consumers (1967 = 100)	292.8	276.5

Composite Construction Cost Index

	April 1982	April 1981
Composite Construction Cost Index (1967 = 100)	158.1	151.1

Business Data

	8/82	8/81	8 mos./82	8 mos./81
New Car Registrations	5,559	4,224	49,626	65,138
Iowa Savings & Loan ($000,000)				
Mortgage Loans	-21.5	-10.4	-101.6	46.5
Savings	-23.6	-13.3	-23.8	-60.2
Work Force (000)	1,400.9	1,407.8	1,396.2	1,408.6
Unemployment	85.6	61.0	88.6	67.6
Rate (% of work force)	6.1	4.3	6.4	4.8
Employment	1,315.3	1,346.8	1,307.6	1,340.9

Value of New Dwellings ($000)

	9/82	9/81	9 mos./82	9 mos./81
Ames	$ 76.5	$ 120.0	$ 983.5	$ 827.0
Bettendorf	718.3	513.1	2,893.6	4,822.0
Burlington	52.0	501.0	1,404.0	1,831.4
Cedar Falls	2,237.6	200.1	2,902.5	2,990.5
Cedar Rapids	118.8	237.7	1,341.6	4,917.5
Clinton	0	128.0	163.0	1,139.0
Council Bluffs	2,339.0	65.0	3,127.4	560.1
Davenport	2,592.7	565.4	5,179.1	7,218.2
Des Moines	1,953.8	907.4	5,244.8	6,911.9
Dubuque	0	267.3	510.7	1,014.1
Fort Dodge	0	116.0	170.0	856.0
Iowa City	676.7	1,758.5	14,487.5	7,918.1
Keokuk	90.0	66.0	1,683.3	426.0
Marion	90.5	60.1	488.4	1,262.9
Marshalltown	87.0	0	672.0	640.0
Mason City	360.0	32.0	1,036.1	795.4
Muscatine	186.2	1,651.0	1,026.1	3,492.1
Newton	455.0	10.0	1,257.2	287.8
Ottumwa	51.0	212.0	1,453.0	916.0
Sioux City	142.9	45.3	2,113.3	943.8
Urbandale	418.3	257.9	3,361.5	1,480.4
Waterloo	254.4	864.5	1,821.6	7,419.2
W. Des Moines	1,440.3	522.5	3,842.4	4,197.6
TOTAL	$ 14,341.0	$ 9,100.8	$ 57,162.6	$ 62,867.0

Farm Retail Price Spreads

	July 1982	July 1981
Beef, Choice:		
Retail price (cts./lb.)	251.8	242.9
Net carcass value (cts.)	152.6	159.9
Net farm value (cts.)	143.4	147.9
Farm-retail spread (cts.)	108.4	95.0
Pork:	181.1	154.9
Retail price (cts./lb.)	129.3	114.5
Wholesale Value (cts.)	95.1	80.9
Net farm value (cts.)	86.0	74.0
Farm-retail spread (cts.)		
Dairy Products:	247.5	244.2
Retail cost (1967 = 100)	259.7	265.2
Farm value (1967 = 100)	236.8	225.7
Farm-retail spread (1967 = 100)		
Eggs:		
Retail cost (1967 = 100)	173.6	174.2
Farm value (1967 = 100)	177.1	192.8
Farm-retail spread (1967 = 100)	168.5	147.4

Quarterly Periods

	1982 I	1981 I
Net Taxable Retail Sales ($000,000)	3,446	3,463
Personal Income ($000,000)	30,091	28,518

Stock Index

	Iowa*	Dow Jones Industrial
July, 1982	221.80	808.60
August, 1982	237.77	901.31
September, 1982	241.45	896.25

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Prices Received by Farmers

	9/82	8/82	9/81
Corn, bu.	$ 2.11	$ 2.17	$ 2.42
Soybeans, bu.	5.24	5.49	6.05
Oats, bu.	1.47	1.52	1.80
Hogs, cwt.	60.80	60.40	48.50
Beef cattle, cwt.	55.90	59.50	59.80
Calves, cwt.	69.70	69.30	63.70
Milk (whls), cwt.	13.00	12.80	13.10
Sheep, cwt.	20.90	24.50	27.00
Lambs, cwt.	50.90	51.10	51.30
Eggs, (market), doz.	.39	.36	NA
All hay, ton baled	49.00	49.00	50.00
Turkeys, lb.	.44	.40	.36

Average Prices Paid by Farmers

	9/15/82	9/15/81
Beef cattle concentrated, 32-36%	$ 12.30	$ 13.00
Hog feed, 38-42% protein	14.30	15.20
Soybean meal, 44% protein	12.00	13.00
Dairy feed, 16% protein	176.00	197.00
Poultry feed, layer ration	173.00	200.00

Commodity Feed Price Ratios

	9/15/82	9/15/81
Hog — corn[1]	28.8	20.0
Beef cattle — corn[1]	26.5	24.7
Egg — feed[2]	5.0	5.4
Milk — feed[3]	1.48	1.33

[1] Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.
[2] Pounds of laying feed equal in value to 12 eggs.
[3] Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

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Et Cetera:
Foreign business inquiries

Call 515/281-3581 for more information

Thermal insulation

A German firm seeks a U.S. joint venture partner or licensee for its external thermal insulation products for manufacture and distribution in the United States. The products can be economically applied to exterior walls of existing buildings or incorporated in planning for new construction. The company does not export to the United States but has sales offices in several Common Market countries. **(G92-9426J)**

Gear pumps

A leading German manufacturer of high pressure internal gear pumps (oil hydraulics) is interested in a licensing arrangement with a U.S. producer of similar equipment. Established in 1935, this limited partnership firm is looking for a U.S. firm that will produce and distribute its products in the American market and it would be prepared to do the same for its U.S. licensee in Europe. **(G92-9535L)**

Publishing

A large German publishing company is seeking discussions with U.S. publishers for a possible cooperative arrangement (joint venture). The German firm is considering an exchange of production licenses and possibly the distribution of one another's products. The company was founded in 1822 and enjoys a fine reputation in Europe. Employs 260. **(G92-9727J)**

Cement

A Spanish firm in partnership with two other firms seeks majority share in an existing dry process U.S. cement plant of between 500,000 and 1 million metric tons capacity. The firm seeks a modern plant with good management that does not require massive capital equipment purchases. U.S. plant location should be close to good market with potential for export of up to 25,000 metric tons annually. **(S92-9832A)**

Precision glass

A German manufacturer and supplier of a wide range of precision glass products seeks U.S. partners to manufacture similar products using precision optical glasses in electrical engineering and electronic and microscopy applications. The German firm serves customers in the following fields: precision mechanics and optics, office equipment, electronics and semiconductors, metrology, telecommunications, medicine, and architecture. The company enjoys a fine reputation and supplies precision glass to many leading German and European manufacturers. This firm also is interested in having the right partners sell its products in U.S. markets. **(G102-10332J)**

Representatives of the U.S. Feed Grains Council and the Japan Feed Manufacturers Association reaffirm their mutual commitment to long-term trade during a recent news conference in Des Moines. Feed Grains Council President Darwin Stolte (seated in photo at left) and Japan Feed Manufacturers Chairman Toshio Kato (nearest podium in photo at right) signed and exchanged communique. The Japan Feed Manufacturers Association is the world's largest single private feed grains buyer. Rick Tolman (left photo) and Hiro Ohyama (right photo), both of the Feed Grains Council, also attended the ceremony.

Free books give foreign trade info

Information about international trade exhibitions and foreign business practices is available in two publications distributed free by Alitalia Airlines.

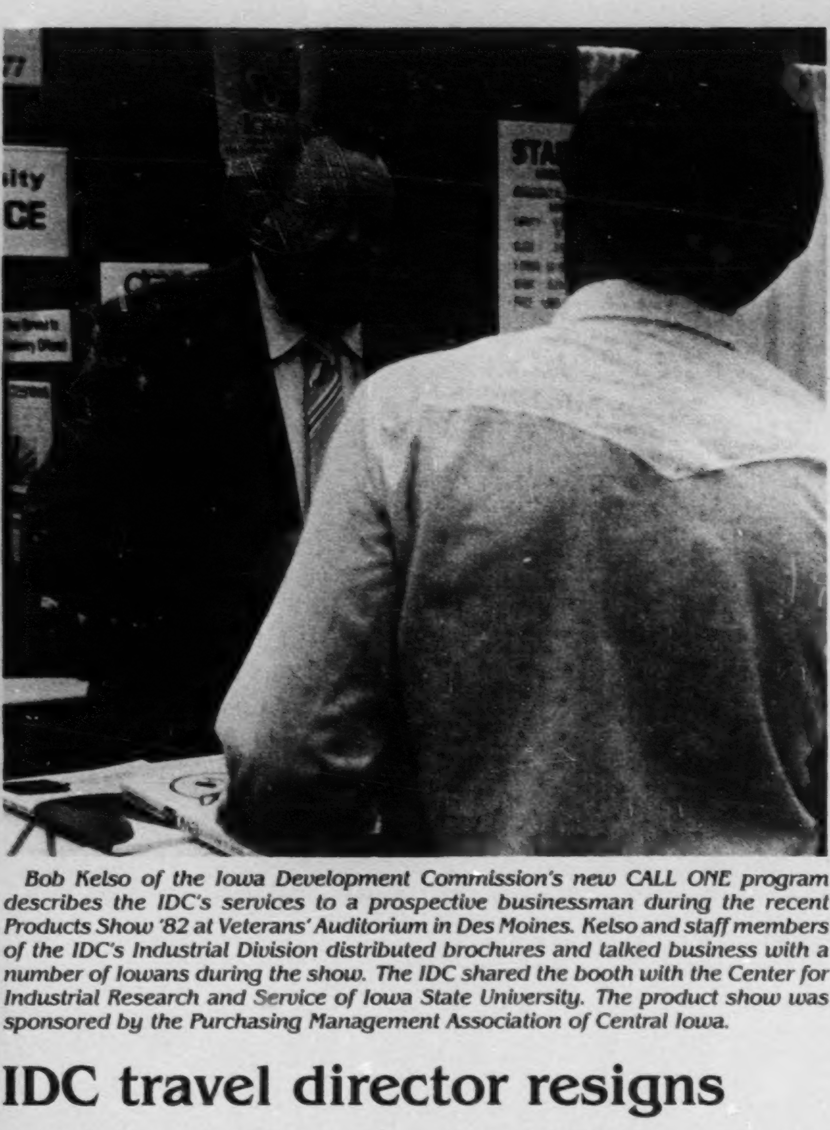
The **Business Travelers' Guide to Italy** and **International Fairs Guide — '82-'83** list trade fairs, business hours, public holidays and other information pertaining to Italy, particularly, and Europe, generally.

"Information regarding these events can be a valuable tool for the businessperson attempting to develop new market opportunities," said Robert Sears of Alitalia.

The publications can be obtained by writing: Alitalia Airlines, 2850 Metro Drive, Suite 515, Bloomington, Minnesota 55420; or by calling: 612/854-3466.

Leann Smith joins IDC ag division

Leann Smith has been named promotion coordinator for the Agricultural Development and Promotion Division of the Iowa Development Commission. Smith is a graduate of Iowa State University where she earned a B.S. degree in agricultural public service and administration and in sociology. Before joining the IDC, Smith was a sales representative with Monsanto Co. Smith grew up on a 1,500-acre grain farm near Sumner.



Bob Kelso of the Iowa Development Commission's new CALL ONE program describes the IDC's services to a prospective businessman during the recent Products Show '82 at Veterans' Auditorium in Des Moines. Kelso and staff members of the IDC's Industrial Division distributed brochures and talked business with a number of Iowans during the show. The IDC shared the booth with the Center for Industrial Research and Service of Iowa State University. The product show was sponsored by the Purchasing Management Association of Central Iowa.

IDC travel director resigns

Phil Morgan, director of the Tourism and Travel Division for the Iowa Development Commission, has announced that he will resign in December to pursue a writing career.

Morgan has been the tourism and travel director since 1979. Before then, he was the director of the IDC's Public Information Division.

IDC Director David Swanson thanked Morgan for his years of service to the state. "Phil has served the public well in every job he's held with the IDC," Swanson said.

Morgan, a former broadcast journalist, said he has often thought of pursuing a career in free-lance writing. "Now seemed like as good a time as any to try it," Morgan said.

A replacement for Morgan is yet to be named. ✥

Iowa
a place to grow

IDC DIGEST
Nov.-Dec. 1982 Vol. XI-No. 12

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Gala marks Tide premiere

For one October evening, Iowans from the Waterloo-Cedar Falls area were able to wrest a movie theater screen from the likes of Richard Gere, Robin Williams and E.T., and show nothing but scenes from a laundry detergent commercial.

The draw was that many of the audience members were starring on the screen. The crowd of amateur actors and actresses, and their family members, came to see themselves in two Tide commercials that were filmed this summer in New Hartford and Boyd.

The auditorium in the Crossroads Theatres complex in Waterloo was filled to overflowing. In addition to the premiere of the two commercials, an hour-and-a-half of outtakes (flubbed scenes) were shown.

The commercials were shot by Murray Bruce Productions of New York City, and sponsored by Procter & Gamble, the makers of Tide. The film crew spent a week in Iowa. Nearly 200 Iowans helped with the production by acting in front of the camera or by offering support services behind the scenes. Bill Lindstrom, film services coordinator for the Iowa Development Commission, helped arrange the shooting.

"We believe this set of Tide commercials will win an award in advertising," said George Bragg, head of production for Compton Advertising, which promotes Procter & Gamble products. "It was the toughest job of editing we've ever had to do because all the film was so good. If there is anything at all sad, it is that ultimately all that wonderful footage had to be cut to 45-second and 60-second TV commercials."

Bragg said the excellence of the footage was part of the reason he elected to return to Iowa to present the film. Some of the scenes shot in Iowa weren't included in the finished spots. The showing of outtakes gave everybody a chance to see himself on film, even if he didn't make the final cut, Bragg said.

"The level of cooperation was so good in Iowa that I hope we can shoot here again someday," Bragg added.

Iowans will have plenty of chances to see the new Tide commercials. Starting in early November, the spots ran at least once a day on all three major television networks. One of the commercials depicts a football game in the rain. The other focuses on a rural wedding.

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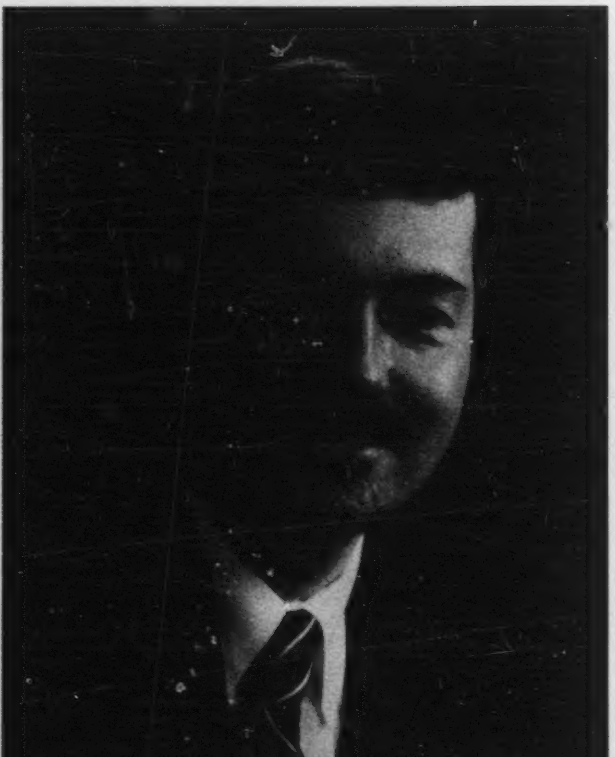
Iowa Development Commission

Digest

January, 1983



How Branstad plans to bring jobs to Iowans

A conversation with Iowa's next governor

Story on page 3

AVAILABLE BUILDINGS

PARTIAL LIST

This is not a complete list of all buildings available in Iowa. Due to space limitations, many smaller and special purpose facilities are not listed here. For further information, please call 515-281-3921.

SQUARE FOOTAGE	COMMUNITY	FORMER USE
10,000	Fort Madison	Sales/Service
10,000	Rockwell City	Manufacturing
10,000	Charles City	Spec Building (new)
11,760	Manson	Sales/Service
12,000	Sioux City	Spec Building (new)
18,000	Marion	Lt. Mfg./Warehousing
19,800 (2 buildings)	Mapleton	Sales/Service
20,000	Clinton	Spec Buiding (new)
20,000	Estherville	Spec Building (new)
20,000	Iowa Falls	Spec Building (new)
20,000	Maquoketa	Spec Building (new)
20,300	Hawarden	Sales/Service
21,000	Corning	Spec Building (new)
21,205	Oskaloosa	Spec Building (new)
21,600	Storm Lake	Spec Building (new)
22,166	Mason City	Warehousing
22,500	Red Oak	Spec Building (new)
23,000	Lake Mills	Lt. Mfg./Warehousing
23,000	Waverly	Spec Building (new)
28,800	Marion	Lt. Mfg./Warehousing
29,400	Oelwein	Lt. Mfg./Warehousing
30,000	Marshalltown	Spec Building (new)
33,100	Eldora	Mfg./Warehousing
37,500	Cedar Falls	Manufacturing
38,200	Dubuque	Manufacturing
40,000	Creston	Spec Building (new)
40,000	Fort Madison	Warehousing
44,348	Osceola	Lt. Manufacturing
49,474	Albia	Lt. Manufacturing
~~50,560~~ **SOLD**	~~Burlington~~	~~Lt. Mfg./Warehousing~~
60,000	Davenport	Lt. Mfg./Warehousing
61,600	Cedar Rapids	Lt. Mfg./Warehousing
61,652	Burlington	Lt. Manufacturing
75,000	Davenport	Mfg./Warehousing
78,300	Fairfield	Manufacturing
81,260	Des Moines	Mfg./Warehousing
81,400	Algona	Lt. Manufacturing
100,000	Cedar Rapids	Spec Building (new)
102,000	Des Moines	Lt. Mfg./Warehousing
120,000 (multi-bldg. complex)	Boone	Lt. Mfg./Warehousing
137,500	Centerville	Manufacturing
159,336	Mason City	Mfg./Warehousing
~~193,000~~ **SOLD**	~~Centerville~~	~~Manufacturing~~
226,645	Camanche	Lt. Mfg./Warehousing
273,000	Fort Dodge	Manufacturing
655,000	Des Moines	Manufacturing

Report indicates D.M. energy costs lower than Dallas'

Office and retail building owners in downtown Dallas apparently paid more for energy during 1980 than did their counterparts in downtown Des Moines, according to a report prepared by the Building Owners and Managers Association International of Washington, D.C.

Des Moines, in fact, had the lowest energy costs of the four cities surveyed by the organization.

"When people contemplate the energy costs for a building in the Sunbelt they often fail to consider the costs of air conditioning," said Ron Kraft, director of the Industrial Division for the Iowa Development Commission. "And other reports have shown that Iowa's utility rates are very competitive when they're compared with the rates charged in other states.

"This report and the others confirm that buildings in Iowa are a good buy," Kraft said.

Des Moines' energy costs were found to be about $1.12 per square foot. Energy costs in Dallas were about $1.26 per square foot. The report showed that energy costs in Denver were about $1.29 per square foot, and about $1.14 per square foot in Dayton, Ohio.

The 1980 national average for energy costs was about $1.48 per square foot. During 1979, the national average was about $1.31 per square foot.

The figures were part of the **1981 Downtown and Suburban Office Building Experience Exchange Report**. The report is based on data submitted by building owners. ✤

Annual report to appear in special issue

In past years, the annual report of the Iowa Development Commission has been published in the January issue of the **Digest**. This year, however, the annual report will appear in a special issue of the **Digest**, which is scheduled to be mailed later in January. As always, the annual report will detail the IDC's activities during the previous year. ✤

Jobs are top priority: Branstad

'I want to see the Iowa Development Commission strengthened.'

(Editor's note: The following is taken from a recent conversation with Governor-elect Terry Branstad on his plans for economic development. Most or all of the points raised here will receive mention in Branstad's Inaugural Address and Budget Message in January, and receive considerable attention in this year's legislative session.)

Q: Governor-elect Branstad, you mentioned throughout your campaign that the state's most pressing problem is finding jobs for Iowans. You mentioned plans to create 180,000 jobs in the next five years. What specifically do you plan to do to augment current job creation efforts?

A: First of all, I think it's important that we keep the assets we currently have in place and build on them. I want to see us retain our right-to-work law, our single-factor corporate income tax, the right to deduct federal taxes on the state tax return, and the new residual value system of assessing property, which we passed in the last Legislature. I also want to see the Iowa Development Commission, which is our state agency that works in the area of economic development, strengthened. And the other part of my program includes a nine-point plan.

Q: Let's look at each of those nine points. Receiving first mention is the attraction of high-growth industries. How do you plan to do that?

A: Number one in this area is implementing the recommendations of the high-technology task force. (Editor's note: See November-December 1982 issue of **Digest**.) I think utilizing our educational institutions and implementing the other recommendations can be an important first step toward job creation in the high-technology area. This is a high priority. We also need to develop an aggressive strategy for recruiting other high-growth industries to Iowa, such as service companies.

Q: Your second point is labeled "Investing in Iowa." Is this your Iowa Fund?

A: Yes. We need to encourage Iowans to invest in the future of this state. I have called for the establishment of an Iowa Fund because it will be an opportunity for Iowans to invest their money in the state, to be used as a source of equity capital. Through this fund, we'll be able to offer firms what they need most — investment capital. And the shareholders will receive what they need — capital gains. The fund will operate as an investment mutual fund, with the money going toward expanding Iowa companies or companies willing to locate in Iowa. We hope to start it with an initial public offering of about $15 million. The fund will be private, managed by a board of directors appointed by the governor. It's main advantage will be its use of private investment sources as opposed to tax resources.

Q: When will you start the Iowa Fund?

A: We hope to get that implemented as soon as we can. Some of these things take time. I would hope that we could have this in operation within a year. If we could do it in six months or in nine months, great. It would be my goal to begin on it right away.

Q: The third point you list is assistance for small business.

A: I think that it's important that we assist and encourage small business in Iowa. We need to look at ways we can reduce regulations and other ways that government can make Iowa more attractive for small business, because small business creates a lot of the jobs in our state. I

(Cont. to page 4)

Boost for travel industry planne

(Cont. from page 3)

think we can do things for businesses that are having problems with bad checks, such as increasing the amount that they can take into small claims court and stiffening the bad check penalties. And I'd like to see a series of energy forums held around the state to give business people an opportunity to share information and initiatives on how energy costs can be reduced.

Q: How will you go about implementing your fourth objective of reducing government regulation?

A: We will review all departmental regulations to try to eliminate those that might be burdensome on business, maintaining only those that are common sense or that are needed for the health, safety and welfare of our citizens. This review could be expedited by Executive Order. The review will be comprehensive.

Q: What do you mean by "taxing profit not investment," as outlined in your fifth plank?

A: We want to ensure that Iowa's tax policy is directed toward increasing incentives for working, earning, producing, saving and investing. We can do that by continuing the philosophy of taxing profit rather than investment. This includes completing the phase-out of the personal property tax. We've taken about six steps. We have four more to go. I want to see that followed through and completed. I'd like to see us look at eliminating the sales and use tax on industrial machinery and equipment in the future. Eliminating the sales tax on equipment could, I think, make Iowa more attractive. We also must look at the property tax. We talked earlier about the residual value system of assessing property, which is already in place in Iowa. That means that the property taxpayer still has to pay 30 percent of the assessed value, and the state picks up 70 percent. I'd like to see us go the whole route on that.

Q: Your sixth point is promotion of international trade. What do you plan in this area?

A: Included in this, is continued support for the Iowa Development Commission's European office. And I want to see us open an Asian office of the development commission to assist in that part of the world. An Asian office could expand our foreign grain markets, encourage agricultural visitations and other tourism, and facilitate joint manufacturing ventures. We must continue our trade missions and other commodity group efforts to market our products on a world basis, and I think the governor must assist in those.

Q: Next up is the renewal of agricultural processing and research efforts. What work do you hope to see in this area?

A: The recent announcement that Iowa Beef is building a new plant at Stanwood is part of what we're talking about — bringing more up-to-date, modern plants to Iowa. We need to work toward attracting agricultural processing plants to the state because, without them, we must export our raw products for processing elsewhere. If we add value to our farm products here, we can create jobs for Iowans. We should target wet corn milling in these increased processing efforts. I also think we should make industrial revenue bonds available for research facilities, which they currently aren't.

> **'It's a very comprehensive plan. I personally intend to get involved.'**

Q: How do you plan to expand Iowa's recreation and travel industry, your eighth point?

A: The state's budget for recreation and travel is very small. I think we rank 49th of the 50 states. I'd like to see the budget for that increased. I think we can encourage private groups like the hotel-motel and restaurant associations to put some of their own money and effort into this, provided the state is making a greater commitment in that area. And I'd like to see us legalize parimutuel betting to encourage that recreation opportunity within our state. That would keep some more Iowa money here and create jobs.

Q: A recent study which was commissioned by the IDC's travel division suggested that Iowa spend $1.5 million to $2 million on tourism promotion. Is that a recommendation you can support?

A: I'll have to look at the whole budget picture before making a specific dollar recommendation. I definitely want to see us make an investment in travel and recreation. That recommendation would be a very substantial increase. But certainly this is an area that I want to make a priority.

Q: How do you plan to encourage growth in Iowa's construction industry, the final plank of your nine-point plan?

A: We can encourage the construction industry by investing Iowa money within Iowa whenever possible. This would include money such as our public employee retirement system funds. The first and most important consideration there is to get a safe return and to get the best return for the employees. But if in light of those paramount considerations, the funds can be invested in Iowa as opposed to somewhere else, I think they should be. I will encourage that.

Q: How would you sum up the nine points of the plan?

A: It's a very comprehensive plan. We're looking for other ideas, but these are all part of a comprehensive plan to meet my goal of 180,000 jobs over the next five years. And I personally intend to get involved. I have indicated that I will spend an average of at least a half a day a week with the development commission. I want to consult with the director. I intend to call on prospects, especially some of the major companies that are located out east. We need to let them know about the educational system we have, about the productivity of our workers, the low absenteeism. All these will help us sell them on locating a plant here.

Q: Which of the points in your plan are short-term answers and which are more long-term?

A: There's no short-term, quick-fix answer to our problems. One of our major problems in the state is high unemployment. And that high unemployment is a result of national

by Branstad administration

phenomena, a combination of deficit spending at the national level over a long period of time and the imposition of a grain embargo which raised uncertainty about our reliability as a supplier. So what's needed in the short-run is for interest rates to continue to come down and for a more aggressive policy to market our grain and agricultural goods on a world basis. On the state level what we can do in the short-term, I think, is to begin as quickly as we can to implement this plan. I haven't tried to draw a timetable to say what is short-range and what is long-range.

Q: Do you have any estimates of what your plans for job creation will cost?

A: Certainly we're talking about some additional appropriations for an Asian office, for more emphasis on travel and recreation. But I also look at this as an investment in the future of this state. I think the new industries and jobs that will be created will more than pay for the additional appropriations that we are talking about. I haven't put a specific dollar estimate on it. I will be working closely with the development commission in this area to see what we can do. We want to do it in the most economical and efficient manner possible.

Q: There's another program, too, at the Iowa Development Commission. That's the Iowa Community Betterment program. More than $175 million in community inprovements have been attributed to that program during its 12-year existence. It's a program Gov. Ray created and gave quite a bit of support to. Do you plan to continue that support?

A: Yes. In fact, I attended the National Governor's Conference in Utah recently. In talking with some of the governors and governors-elect from other states, I came to realize that Iowa has been recognized as having *the* best community betterment program in the nation. And I certainly want to see this continue. I've seen some very good things happen to many small communities across the state, communities of all sizes, as a result of it.

Q: Do you see a bright future for the State of Iowa?

A: Iowa has had good leadership. Iowa is one of the few states that has lived within its means. Consequently, I think we are in a stronger position than many of our neighboring states. We have a good educational system; we have the most productive workers anywhere. The state has many assets. What we need to do is a better job of advertising that fact. I think Iowa has a bright future because we need only build on the strong foundation that already is in existence.

IBP plant means jobs, and more

IBP Inc.'s choice of Stanwood, Iowa, as the site for a huge hog slaughtering plant is significant for more than just the jobs it will provide, according to officials of the Iowa Development Commission.

"The hundreds of jobs the plant will provide certainly are an exciting aspect to the announcement. But the plant also will provide an important market for Iowa's agricultural products and be a prominent addition to Iowa's manufacturing base," said William Burger, chairman of the IDC.

"This announcement is a sign that meat processing is indeed a stable and important part of Iowa's economy," said David Swanson, director of the IDC. "It's announcements such as this one that confirm the IDC's efforts to promote expansion of existing industry in the state."

IBP officials said during a news conference that one of the main reasons they selected the Stanwood site is that 17 million hogs are produced annually within a 150-mile radius of that eastern Iowa community.

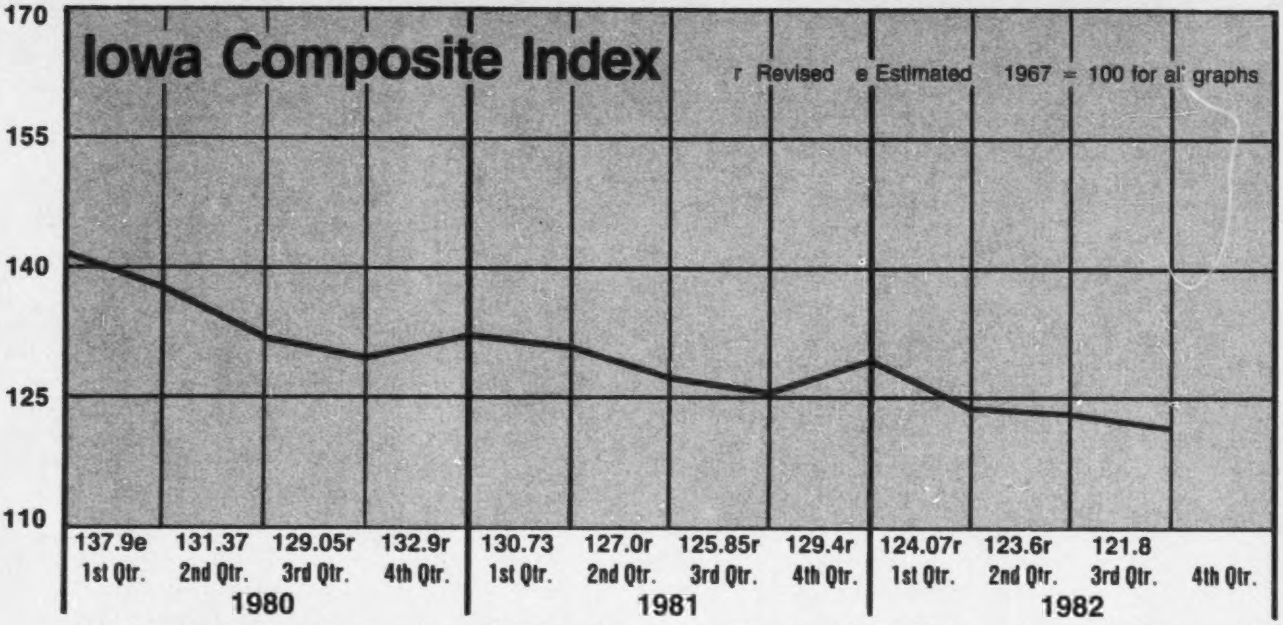
Maurice McGill, an executive vice president at IBP, said construction of the Stanwood plant still is contingent on the community's ability to obtain a $10 million Urban Development Action Grant from the federal government. Officials are optimistic the grant will be approved.

When completed the plant will have a full-production capacity of four million hogs annually, making it the largest hog slaughtering facility in the nation.

"The Stanwood announcement is the result of three-and-a-half years of hard work by many groups," said Ron Kraft, director of the IDC's Industrial Division. "Without the efforts of many legislators and state and local government officials, none of this would have happened."

Governor-elect Terry Branstad and Gov. Robert D. Ray look on as IBP executive vice president Maurice McGill explains his company's plans to a group of reporters. IBP's Stanwood plant is slated to be the largest hog slaughtering facility of its type in the nation.

THE IOWA ECONOMY



The revised second quarter index and the third quarter figure indicate that the composite index, for the second quarter in a row, has slipped below the six-year low point set during the first quarter of this year.

Consumer need not fear big ag exports

U.S. exports of corn and other feed grains could rise 10 percent above expected levels during the next decade with only a minimal impact on the food prices paid by consumers, according to a study by Chase Econometrics Inc.

"I believe this well-documented economic research should replace the perception that still exists in some quarters that we cannot export more feed grains without significantly raising U.S. consumer prices," said Thomas N. Urban, president of Pioneer Hi-Bred International Inc., which commissioned the study.

"The nation can have the economic benefits which accompany a strengthened farm economy, while consumers continue to have abundant, reasonably-priced food," Urban said.

Lynette Broders, director of the Agricultural Development and Promotion Division for the Iowa Development Commission, said, "This study is important because it tells us to continue our aggressive efforts to increase farm exports. Everyone, whether urban or rural, would be better off."

Billions of bushels

Under current projections, feed-grains exports during the 1982-83 year are expected by Chase Econometrics to be about 2.5 billion bushels. That figure is projected to grow to 3.7 billion bushels by the 1990-91 year. For purposes of the study, Chase economists assumed that exports will grow 10 percent above the expected level. That puts the export figures at 2.7 billion bushels for 1982-83 and 4.1 billion bushels for 1990-91.

The study found that the higher level of feed-grains exports would raise food prices only 1 percent by 1990, and raise the overall consumer price index only .14 percent.

A previous Chase study showed similar results if the United States were to increase its wheat exports.

Dennis Steadman, director of Chase Econometrics' U.S. Agriculture Service, said greater farm exports would have little effect on prices for two reasons. U.S. agricultural production has rapidly expanded since 1970 because of expectations of higher farm exports. In addition, output per acre continues to rise because of better management and genetically improved seeds.

"Rising farm productivity means our policymakers do not have to choose between exports and lower food prices, between the interests of farmers and consumers," Urban said.

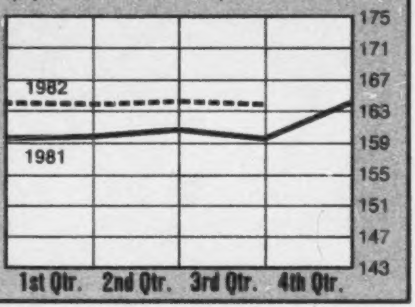
Higher farm income

The higher agricultural exports would hike farm income by $9 billion — 20 percent greater than it would be under the lower export level, according to the study. The picture for the U.S. balance of trade would be brightened by $6.5 billion in 1990 under the higher level of feed-grains exports.

The study also found that farmers would receive 50 cents more per bushel of corn in 1990 if feed-grain exports were to increase 10 percent more than expected. The higher exports would require adding only 1.2 million acres of cropland by 1990, according to the study. Over the past 10 years, an average 7 million acres per year has been added to the country's total cropland. ♣

SERVICES (Employment, dollar volume index)

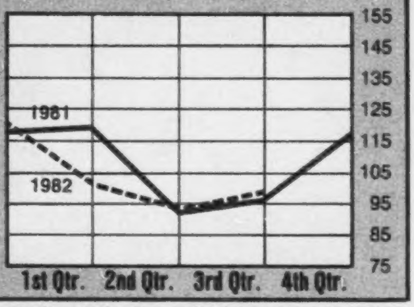
1981	1982
160.83r	164.3
161.1r	164.9
160.13	164.3e
164.6e	



The services index has shown virtually no change since the fourth quarter of last year.

AGRICULTURE (Cash receipts, prices paid)

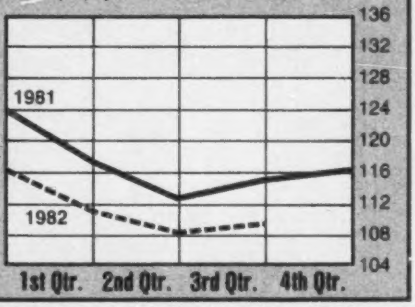
1981	1982
119.61r	102.3
92.5r	94.1r
95.2r	97.6
117.0e	



The second quarter agriculture index was revised downward, from 106.4 to 94.1, because actual cash receipts were lower than estimated. The third quarter index, which is final and won't be revised, showed little change.

RETAIL TRADE (Employment, taxable retail sales)

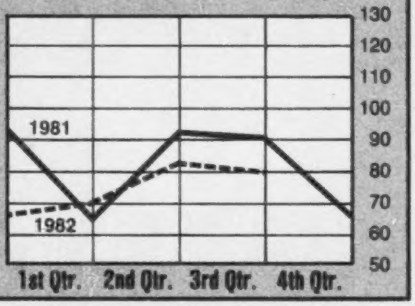
1981	1982
117.2	111.4
113.92	108.5
115.0	109.7
116.17	



The retail trade index stayed very close to the seven-year low point hit in the second quarter.

CONSTRUCTION (Employment, value of construction)

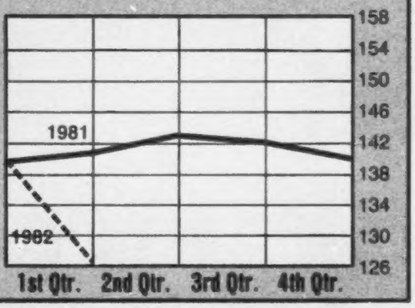
1981	1982
65.71r	70.0
91.11	83.3
90.40	80.1
67.37	



The construction index usually shows a drastic seasonal increase in the middle two quarters of the year. This year's seasonal high period is the weakest since 1963.

MANUFACTURING (Productivity, employment)

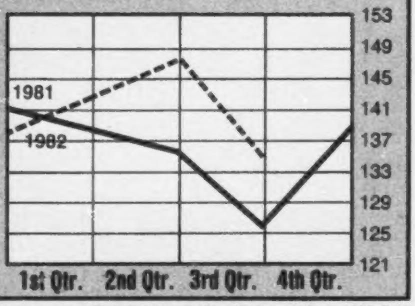
1981	1982
141.61r	126.3r
143.18	125.6r
142.11r	123.0
136.8r	



The manufacturing index has dropped below the second quarter figure, which was a 10-year low.

GOVERNMENT (Employment, expenditures)

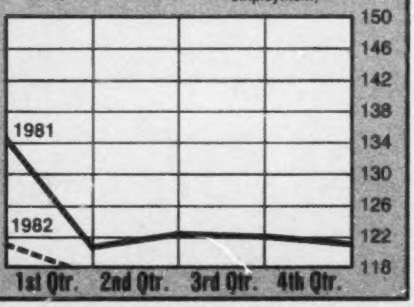
1981	1982
138.77r	143.8r
136.77	147.9r
126.12	134.8e
137.94	



The second quarter government index was revised upward from 143.9 to 147.9. The third quarter index's seasonal drop was not as severe as last year's.

TRANS., COMM., UTILITIES (Wages, employment)

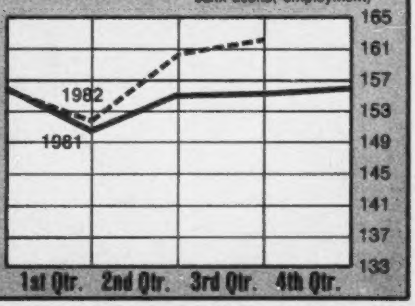
1981	1982
121.78r	117.0r
122.9r	116.3e
122.9r	116.2
121.34e	



The transportation, communication and utilities index is virtually unchanged from the second quarter, which was an 11-year low.

FINANCE & INSURANCE (Insurance sales, bank debits, employment)

1981	1982
151.52r	152.84
155.59	160.8
155.74	162.4
156.4r	



The modest third quarter gain in the finance and insurance index was a result of a dollar increase in life insurance sales in Iowa.

Prime-time debut for Iowa product

Oskaloosa businessman Joe Crookham got a feel for just how famous his firm had become when he walked through a New York airport late last year.

It had been only a couple of months since his firm, Musco Mobile Lighting, burst on the national scene by lighting the field for the prime-time telecast of the Michigan-Notre Dame football game.

"I was getting off an airplane and someone noticed the name tag on my briefcase with the Musco logo on it," Crookham said. "And he said, 'Were you out at Notre Dame?' That kind of noteworthiness, all of a sudden, for a little company in Iowa is kind of amazing.

"If we had tried to orchestrate the timing for the introduction of the mobile lighting system, we couldn't have conceived of anything better than ABC-TV at 8 o'clock on a Saturday night," Crookham said.

Wild and woolly

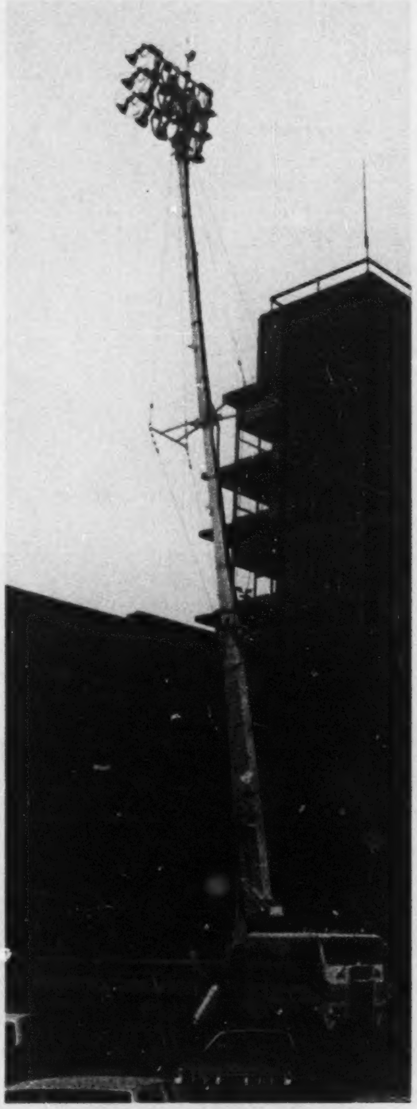
The fall turned out to be a "wild and woolly" one for Musco, Crookham said. And a successful one, too.

The mobile lighting equipment that Musco began constructing only last spring was used to illuminate 20 games last fall, sometimes as many as three per weekend. The equipment allowed the television networks to televise any game they wanted, whenever they wanted, even if the stadium where the game was scheduled to be played had no lights.

The way the 1982 college football season was televised couldn't have been better for Musco. Because both CBS and ABC signed contracts to televise college football, one of the Saturday games had to be played later in the day to avoid simultaneous telecasting. The later starting time often meant that the last half of the second game was played during dusk.

150-feet high

The major component of Musco's system is a batch of lights mounted on a crane that stretches 150-feet high, or the height of a 15-story building. The cranes are installed on trucks, and the lights are aimed so they peer over the stadium walls and illuminate the field. Three or four crane-and-truck sets are used per game.



Musco Mobile Lighting uses three or four truck-and-crane sets like this one at each of the football games it works.

The lights are capable of using 125,000 watts of energy. A generator in each truck provides the necessary power, and an automated aiming system makes the job much quicker. The investment per truck is about $500,000, Crookham said.

Musco is the only firm in the country with the capability to light athletic fields in this way, Crookham said. Other companies that are involved in temporary lighting, he said, need two to three weeks to set up their equipment. Often, Musco doesn't know until less than a week before game time which games it will be lighting.

"There's nobody who's tried to do anything like this in the past," Crookham said. "In fact, one of our engineers was asked the question one time, 'Aren't you afraid somebody will copy it?' He laughed. 'I don't think we could even build it again,' he said."

Started with a joke

The development of the temporary lighting system actually began with a joke, Crookham said.

The firm of Musco Sports Lighting of Muscatine — which for six years has offered permanent lighting systems for softball, baseball and football fields, as well as tennis courts — had a contract several years ago to light the racetrack at Knoxville. At that time, the possibility of a national telecast from the racetrack was being considered, Crookham said. The Knoxville officials were trying to decide whether to put in normal lighting equipment or to spend the extra money required for special television lighting. Someone jokingly mentioned the possibility of hanging the lights on trucks, driving them up for the day of the telecast and then pulling them away once the TV people left.

It wasn't until several weeks later that Crookham thought there might be more to the joke than he first thought. He took the idea to ABC, and network officials were interested. The birth of Musco Mobile Lighting followed.

Musco officials are looking toward expanded uses of the equipment. Inquiries show there might be uses at rock concerts, the Olympics, construction projects and movies, Crookham said.

"We think there's a lot of market out there for it," Crookham said. "It's been a very fast and hard-riding season for us. At this point, we really haven't even had the opportunity to sort out what we might do with it and where we might go next with it ◆

Iowa Ag & Business Indicators

Labor Demand and Supply[1]

September, 1982

Service Areas	Unfilled Openings	New Apps.	Service Areas	Unfilled Openings	New Apps.
Ames	181	362	Iowa City	265	634
Atlantic	69	267	Keokuk	8	186
Burlington	217	279	Marshalltown	150	659
Carroll	137	594	Mason City	130	1,591
Cedar Rapids	331	3,584	Muscatine	88	176
Centerville	6	33	Newton	13	431
Charles City	10	25	Oskaloosa	28	97
Clinton	156	289	Ottumwa	29	144
Council Bluffs	197	744	Sheldon	60	70
Creston	111	132	Shenandoah	85	102
Davenport	273	1,033	Sioux City	438	820
Des Moines	964	661	Spencer	146	328
Dubuque	191	479	Storm Lake	150	177
Fairfield	61	68	Waterloo	188	35
Fort Dodge	302	185	Webster City	50	43
Fort Madison	49	101			

[1] All new applicants and job openings listed with the Iowa Department of Job Service.

Consumer Price Index

	Sept. 1982	Sept. 1981
All Urban Consumers (1967 = 100)	293.3	279.3

Com[illegible] Construction Cost Index

	July 1982	July 1981
Co[illegible]onstruction Cost Index (19[illegible]0)	158.4	152.4

Business Data

	9/82	9/81	9 mos./82	9 mos./81
New Car Registrations	6,799	9,954	56,425	75,092
Iowa Savings & Loan ($000,000)				
Mortgage Loans	46.6	2.4	-55.0	48.9
Savings	34.6	8.7	10.8	-51.4
Work Force (000)	1,405.5	1,408.9	1,397.2	1,408.6
Unemployment	79.1	53.4	87.5	66.1
Rate (% of work force)	5.6	3.8	6.3	4.7
Employment	1,326.4	1,355.5	1,309.7	1,342.6

Value of New Dwellings ($000)

	10/82	10/81	10 mos./82	10 mos./81
Ames	$ 119.0	$ 100.0	$ 1,102.5	$ 927.0
Bettendorf	347.9	553.1	3,241.5	5,375.1
Burlington	70.0	118.0	1,474.0	1,949.4
Cedar Falls	621.3	314.6	3,523.8	3,305.1
Cedar Rapids	132.5	276.1	1,474.1	5,193.6
Clinton	0	0	163.0	1,139.0
Council Bluffs	142.2	118.0	3,269.6	678.1
Davenport	771.2	2,030.2	5,950.3	9,248.4
Des Moines	514.9	4,171.2	5,759.7	11,083.1
Dubuque	0	273.8	510.7	1,287.9
Fort Dodge	0	40.0	170.0	896.0
Iowa City	935.3	1,060.6	15,422.8	8,978.7
Keokuk	66.0	0	1,749.3	426.0
Marion	77.0	86.5	565.4	1,349.4
Marshalltown	139.0	69.0	811.0	709.0
Mason City	200.0	0	1,236.1	795.4
Muscatine	167.0	261.0	1,193.1	3,753.1
Newton	36.5	0	1,293.7	287.8
Ottumwa	35.0	48.0	1,488.0	964.0
Sioux City	238.3	180.4	2,351.6	1,124.2
Urbandale	183.4	213.1	3,544.9	1,693.5
Waterloo	492.6	476.4	2,314.2	7,895.6
W. Des Moines	561.2	568.0	4,403.6	4,765.6
TOTAL	$ 5,850.3	$ 10,958.0	$ 63,012.9	$ 73,825.0

Leading States for Farm Marketing ($Mil.)

	Livestock & Products		Crops		Total	
	8 mos./82	8 mos./81	8 mos./82	8 mos./81	8 mos./82	8 mos./81
U.S.	$46,220.8	$45,247.6	$42,730.0	$39,665.7	$88,950.8	$84,913.3
IOWA	3,951.8	3,707.9	3,331.2	3,038.4	7,282.9	6,746.3
California	2,798.2	2,844.1	4,982.4	4,803.4	7,780.6	7,647.5
Texas	3,884.4	3,570.9	2,820.5	2,688.1	6,704.9	6,259.0
Illinois	1,607.6	1,499.5	3,701.6	3,414.3	5,309.3	4,913.8
Nebraska	2,765.3	2,172.1	2,094.9	1,544.9	4,860.2	3,716.9
Minnesota	2,293.4	2,231.1	2,008.7	1,884.1	4,302.0	4,115.2
Kansas	2,390.5	2,334.2	1,733.6	1,385.3	4,124.1	3,719.5
Wisconsin	2,607.7	2,819.5	668.5	617.4	3,276.3	3,436.9
Florida	663.4	672.8	2,481.7	2,188.2	3,145.1	2,861.0

Quarterly Periods

	1982		1981	
	I	II	I	II
Net Taxable Retail Sales ($000,000)	3,446	3,220	3,463	3,258
Personal Income ($000,000)	30,517	31,097	27,935	30,013

Stock Index

	Iowa*	Dow Jones Industrial
September, 1982	241.45	896.25
October, 1982	263.01	991.72
November, 1982	277.85	1,039.28

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Prices Received by Farmers

	10/82	9/82	10/81
Corn, bu.	$ 1.95	$ 2.09	$ 2.33
Soybeans, bu.	4.98	5.21	5.93
Oats, bu.	1.41	1.49	1.77
Hogs, cwt.	56.40	60.90	44.90
Beef cattle, cwt.	56.50	57.10	56.60
Calves, cwt.	61.50	64.50	58.00
Milk (whls), cwt.	13.50	13.20	13.50
Sheep, cwt.	20.30	20.70	23.40
Lambs, cwt.	50.30	50.70	49.80
Eggs (market), doz.	.43	.39	NA
All hay, ton baled	51.00	49.00	52.00
Turkeys, lb.	.44	.44	.30

Average Prices Paid by Farmers

	10/15/82	10/15/81
Beef cattle concentrated, 32-36%	$ 12.50	$ 12.70
Hog feed, 38-42% protein	14.20	14.90
Soybean meal, 44% protein	12.00	12.50
Dairy feed, 16% protein	171.00	188.00
Poultry feed, layer ration	169.00	186.00

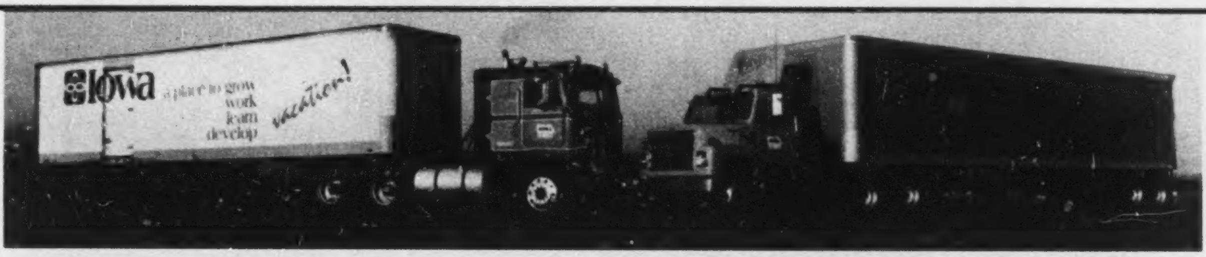
Commodity Feed Price Ratios

	10/15/82	10/15/81
Hog — corn[1]	28.9	19.3
Beef cattle — corn[1]	29.0	24.3
Egg — feed[2]	5.5	5.7
Milk — feed[3]	1.58	1.44

[1] Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.

[2] Pounds of laying feed equal in value to 12 eggs.

[3] Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.



Iowa's promotion truck gains mate

Iowa's semi-trailer truck advertising campaign now has a one-two punch.

A year ago, Iowa officials decided to promote the state by painting slogans on the sides of the state's surplus property truck (at right in above photo). Driver Stu Miller came up with the idea. Miller travels throughout the country picking up surplus federal property for resale through Iowa's General Services Surplus Property Division.

The truck drew a number of compliments. When the Surplus Property Division bought a second truck this summer, state officials decided to give it the same treatment.

The second truck sports the same slogan as the first: "Iowa, a place to grow, work, learn, develop and vacation." The slogan on the second truck is in orange, black and rust. The first is red and blue.

The Iowa Development Commission's Public Information Division designed the artwork and arranged to have the trucks painted.

Fine Iowa Meats finds success in South

Several Iowa farm couples ventured to New Orleans in early November to promote corn-fed Iowa meats through the Fine Iowa Meats program.

Leann Smith, promotion coordinator for the Agricultural Development and Promotion Division of the Iowa Development Commission, said the trip was designed to show New Orleans residents the advantages and quality of Iowa beef and pork.

"We also want consumers to think of Iowa when they buy these products," said Smith. She accompanied the couples on the trip.

More than 720,000 pounds of red Iowa meat were sold in the 11 Swegman Giant supermarkets visited by the couples during the promotion. Of that amount, 420,000 pounds were of beef and 300,000 pounds were of pork. In addition to the red meats, 150,000 pounds of processed Iowa meat, mostly pork, were sold.

The trip was coordinated by the IDC in conjunction with the Iowa Pork Producers Association, the Iowa Beef Industry Council and FDL Foods of Dubuque.

The New Orleans trip was not the first for the Fine Iowa Meats program. Promotions have been held in cities throughout the United States during the past 11 years. One was recently completed in Washington, D.C., and another is scheduled in March in Phoenix.

Trade exhibitions set throughout world

- HONG KONG BUILDING SERVICES EXHIBITION. Heating, Air Conditioning, Plumbing and Electrical Equipment Show, Hong Kong, January 25-28, 1983.
- KORFOOD '83. Korea International Food Technology Exhibition, Seoul, South Korea, March 25-30, 1983.
- PLASTICOS '83. Exhibition of plastics production equipment, accessories, raw materials and services, Mexico City, April 12-15, 1983.
- INTERNATIONAL MATERIALS HANDLING EXHIBITION '83. London, England, April 19-26, 1983.
- SAUDI PROJECTS '83. Construction, Public Works, Municipal Services, Urban Development and Major National Projects Exposition and Convention. Al-Khobar, Saudi Arabia, April 20-24, 1983.
- U.S. HOME AND LEISURE EXHIBITION. Riyadh, Saudi Arabia, May 9-14, 1983.
- SIXTH ASIAN AUTOMOTIVE AND ACCESSORIES EXHIBITION. Hong Kong, May 26-29, 1983.
- IBEX '83. International Building Exhibition, Hong Kong, June 1-4, 1983.
- WELDEX '83. Welding, Cutting and Metal Fabrication Equipment Show, Birmingham, England, September 12-16, 1983.
- MACHINEASIA '83. Fifth Southeast Asian Production Machinery and Engineering Equipment Show, Singapore, September 26-30, 1983.
- CHINAWOOD '83. International Forestry, Timber Processing and Woodworking Exhibition, Shenyang, China, October 10-17, 1983.
- SYSTEMS '83. Computer and Software Exhibition, Munich, West Germany, October 17-21, 1983.
- SAUDIBUILD '83. Second Building and Construction Show, Riyadh, Saudi Arabia, October 23-27, 1983.

For additional information, please contact the Industrial Division, Iowa Development Commission, 250 Jewett Building, Des Moines, Iowa 50309, 515/281-8481 or 3138.

New directors named for two IDC divisions

Lynette Broders

Lynette Broders has been named director of the Iowa Development Commission's Agricultural Development and Promotion Division.

Broders has served as the division's assistant director since January 1982. She joined the IDC in July 1979 as a commodity representative and has been with the division since that time.

"Lynette has proven herself to be effective, forward thinking and skillful in a variety of assignments related to the agriculture programs at the Iowa Development Commission," said David H. Swanson, IDC director. "I know she will be an excellent director for that division."

Broders is a 1979 graduate of Iowa State University where she majored in agricultural public service administration. Her areas of emphasis included animal science, agri-business and education. Broders grew up on a farm in eastern Iowa.

Broders replaces Dennis Harding, who had expressed a desire to assume agriculture responsibilities in the private sector.

The Agricultural Development and Promotion Division works with Iowa producers, packers and leading retail food chains to enhance the image of Iowa agriculture and to increase sales of Iowa products. ✣

Paul L. Comer Jr.

Paul L. Comer Jr. has been named director of the Iowa Development Commission's Tourism and Travel Division. Comer assumed the post on Jan. 1.

Since 1975, Comer has been director of the IDC's Community Betterment Division. During his tenure, the Iowa Community Betterment program has grown to be the largest of its kind in the nation.

"We are planning new and strong efforts to promote tourism, develop attractions and guide communities in their convention tourism promotions," said David H. Swanson, IDC director. "Paul has proven to have the characteristics which are necessary to guide these new IDC efforts."

Comer spent 17 years as a television news editor and radio reporter before joining the IDC. He attended Lynchburg College, Lynchburg, Va.; Cleveland Institute of Electronics, Cleveland, Ohio; University of Virginia at Roanoke; and Texas A&M University, College Station.

Comer replaces Phil Morgan, who resigned in December to pursue a free-lance writing career. The Tourism and Travel Division works to increase the number of visitors and the amount of money travelers spend in Iowa.

A new ICB director has yet to be named. ✣

Iowa
a place to grow

IDC DIGEST

January, 1983 Vol. XII-No. 1

IDC COMMISSIONERS

William H. Burger, chrm.	Waterloo
E. Thurman Gaskill, v. chrm.	Corwith
Donna Keppy, sec.	Wilton
Michael Dunn	Keokuk
David B. Hinton	Des Moines
Robert H. Meier	Ottumwa
Mardelle R. Noble	Oelwein
F. Forbes Oiberg	Cedar Rapids
Bill Riley	Des Moines
Ronald H. Schechtman	Carroll
Gerald L. Weiner	Sioux City

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David Swanson	Director
Doug Getter	Asst. to Director
Dave Schuetts	Administrative Services
Jim Blume	**Digest** Editor
Lynette Broders, Ag Development, Promotion	281-3459
Community Betterment	281-3536
Paul Wagner, European Office	
Ron Kraft, Industrial	281-3500
Tom Blackett, Public Information	281-3185
John Butterfield, Research	281-3036
Paul Comer, Tourism and Travel	281-3401

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Japan TV films feature on Iowa

Iowa will be featured sometime this winter in a half-hour show on one of Japan's major television networks.

A four-person film crew from Japan spent ten days in the state during November shooting scenes throughout central Iowa. The crew's stay coincided with the visit of a Japanese Friendship Force in Iowa.

The crew was contracted by the Japanese Ministry of Foreign Affairs, which sponsors a weekly educational television program called "Bridge Over The World."

Members of the Iowa Development Commission's Public Information Division and IDC Commissioner Bill Riley coordinated the film crew's schedule.

The crew filmed the arrival of the Friendship Force and a reception at the Des Moines Art Center. But the focus of the television show will be on the interaction between Friendship Force members and central Iowa residents who share similar careers.

One of the Friendship Force members was a farmer, so the crew followed him as he visited the hog farm of Wayne Rimathe near Slater. Another Friendship Force member was a barber. He was filmed at Merrick DeCarlo's barbershop and at the Iowa School of Barbering and Hairstyling, both in Des Moines. The crew also filmed Friendship Force members at Stanbrough Realtors and at The Design Concern, an interior design firm, both in Des Moines. A 14-year old member of the Friendship Force was filmed as he attended class at Indianola High School.

The crew visited Seattle before arriving in Des Moines. While there, they filmed a show on electronic innovations in farming. The crew left Des Moines for Boston, where they were to shoot scenes at a museum renowned for its collection of Japanese art.

Soundman T. Hanayawa (left) and cameraman K. Namikawa film scenes in downtown Des Moines. The two are members of a Japanese television crew that was in Des Moines during the November visit of a Japanese Friendship Force. The HBO jackets were provided by IDC Commissioner Bill Riley.

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Iowa Development Commission
Digest
Special Issue, 1983

Iowa
Does it better!

1982 Annual Report
Iowa Development Commission

Iowa

Administrative Services Division

IDC Commissioner Robert H. Meier of Ottumwa (left) and IDC Chairman William H. Burger talk with then-Gov. Robert D. Ray at a meeting last year.

In 1982, the Administrative Services Division became a line-support division with specific responsibilities for accounting, facilities, mailroom operations, purchasing, word processing, and budget preparation and management.

The division also acts as the Iowa Development Commission's liaison with the Comptroller's Office, Executive Council, Legislative Fiscal Bureau, State Auditor's Office and the Iowa Chamber of Commerce Executives.

As part of the division's continuing efforts to improve the internal operations of the agency, communications and records processing were added to the IDC's word processing software programs. During the year, the word processing section completed 1,052 projects, ranging from single-page documents to a mail campaign of 3,400 letters.

The accounting section became a part of the computer age by entering the financial data from the biennial budget request into the computer.

As a promotional agency, the IDC received more than 23,000 mail requests for information. The IDC responded to both written and telephone requests by sending out nearly 25,000 packets and quantity shipments of information. ◆

IDC DIGEST Special Issue 1983 Vol. XII-No. 2

IDC COMMISSIONERS
William H. Burger, chrm. .... Waterloo
E. Thurman Gaskill, v. chrm. .... Corwith
Donna Kappy, sec. .... Wilton
Michael Dunn .... Keokuk
David B. Hinton .... Des Moines
Robert H. Meier .... Ottumwa
Mardelle R. Noble .... Oelwein
F. Forbes Olberg .... Cedar Rapids
Bill Riley .... Des Moines
Ronald H. Schechtman .... Carroll
Gerald L. Weiner .... Sioux City

David Swanson .... Director
Doug Getter .... Asst. to Director
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Jim Blume .... Digest Editor
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Promotion 281-3459
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Tourism and Travel 281-3401

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Iowa

Industrial Division, Domestic & Existing

New job announcements up for first time since 1979

The number of new jobs announced by industries locating or expanding in Iowa during 1982 was up 3 percent from 1981 despite the state and national recession, according to figures compiled by the Industrial Division.

The figures show that industries announced the creation of 5,982 jobs in the state between Dec. 1, 1981 and Nov. 30, 1982. That compares to 5,806 during the same period last year.

"It's encouraging that the number of announced jobs was up, even if only by the slightest amount. That number hasn't increased since 1979," said Ron Kraft, director of the Industrial Division.

The industrial activity figures are compiled annually by the Domestic and Existing Industry sections of the division. The statistics are based on information provided by company and local officials.

A breakdown of the figures shows that the number of jobs announced by new industries during 1982 was nearly double the number announced in 1981. But the number of jobs provided by expansions of existing industries was down 65 percent.

The jobs created in 1982 were the result of 60 new industrial locations, 96 expansions and an estimated $206 million in capital investment, according to the IDC's report.

New industrial locations were down 26 percent from 1981, and expansion activity was down 40 percent from the previous year. Capital investment was down 53 percent.

The 1982 figures also were compared against the annual average of the past 10 years. The total number of jobs created by the 1982 announcements was down 42 percent from the ten-year average. New industrial locations were down 25 percent from the ten-year average, while expansions were down 40 percent. Capital investment was down 54 percent from the ten-year average.

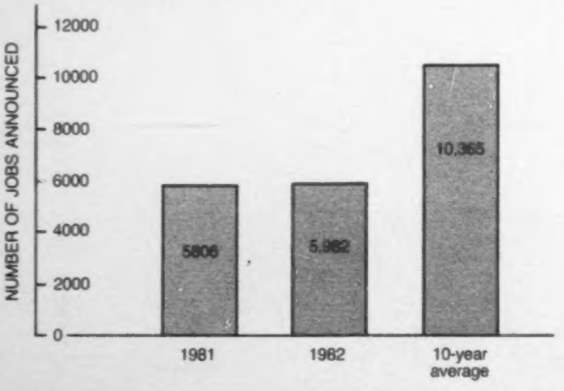
"We're obviously still feeling the effects of the economic downturn," Kraft said, "but we see many signs for optimism in 1983. Most of the industrial activity during 1982 came in the last three months."

And the number of new industrial prospects contacting the Industrial Division during 1982 was up slightly at 57, compared to 54 in 1981. In working with these companies, IDC staff members showed available industrial buildings in the state 428 times, an 18 percent increase over 1981. Iowa communities were represented 439 times to companies seeking information on possible Iowa locations, a 50 percent in-

(Cont. to page 4)

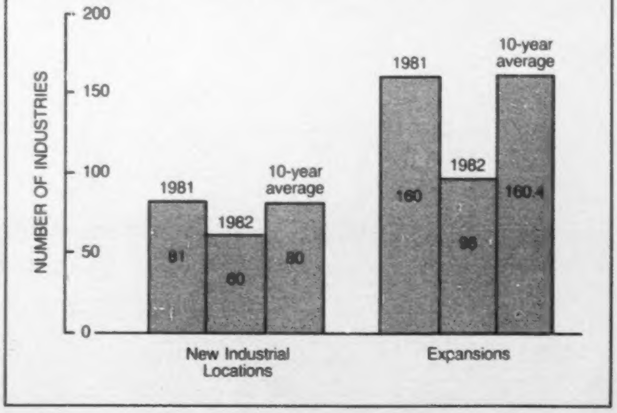
JOB CREATION ANNOUNCEMENTS

The number of new jobs announced by industries locating or expanding in Iowa was up 3 percent from 1981, the first rise in that figure since 1979. The 1982 figure still is 42 percent below the annual average of the past 10 years.



NEW LOCATIONS AND EXPANSIONS

New industrial locations were down 26 percent from 1981 and down 25 percent from the annual average of the past 10 years. Expansions were down 40 percent from 1981 and from the ten-year average.



Plans made for high-technology push

(Cont. from page 3)

crease over 1981.

The 1982 figures again showed the importance of existing buildings in enticing prospects, Kraft said. Seventy percent of all new industries locating in Iowa during 1982 used available buildings. Eighty-three percent of all jobs announced by new industries were within available buildings. And 43 percent of all capital investment made by new industries was in available buildings.

The primary source of industrial prospects for Iowa continued in 1982 to be companies based in the Midwest. The most common types of industries considering locations in Iowa were those in motor freight, transportation and warehousing, food and kindred products, and fabricated metals.

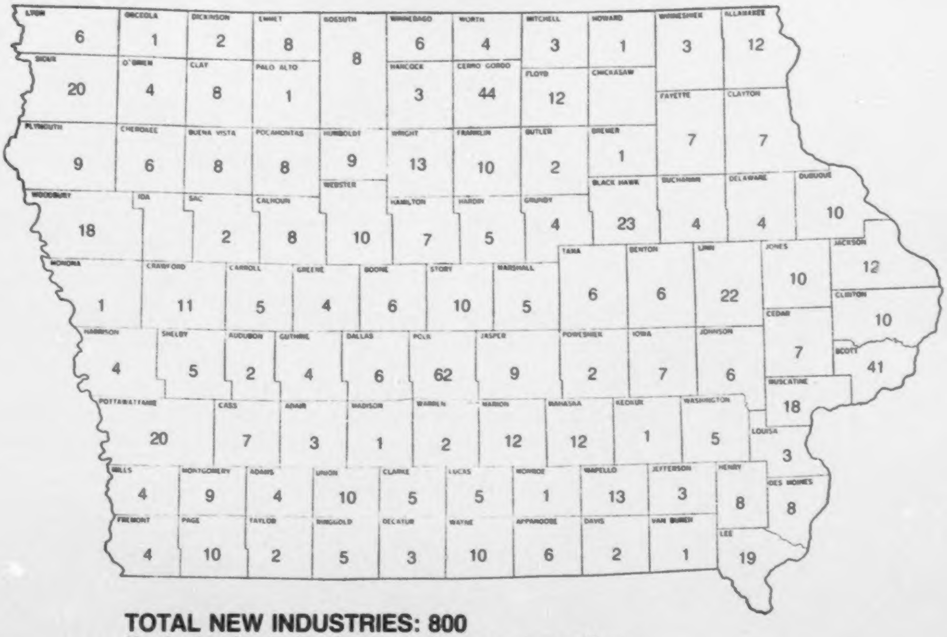
The Industrial Division also was involved in many other activities during 1982.

Division staff members began laying plans for future high-technology development in Iowa. In October, the IDC sponsored a fact-finding trip to the "Silicon Valley" in northern California, an area rich in high-technology companies and research facilities. Four IDC staff members and five representatives of Iowa businesses contacted more than 250 firms during the trip to let them know of Iowa's interest in high technology and to gather information about where Iowa's efforts should be directed.

Also during 1982, the former International Division of the IDC was merged with the Industrial Division. That move included the international staff members in both the IDC's Des Moines and West Germany offices. The change was made in recognition of the significant role international trade plays in Iowa's industrial development. Annual reports on the International Section's activities can be found on the following pages.

The year 1982 marked the awarding of the first IDC Industrial Site Data Awards. The purpose of the awards was to help Iowa communities learn how to present clear and usable industrial site information to prospects. Entries were judged by 11 non-IDC judges. Winning communities were: Charles City, Fort Madison, Independence, Mason City, Sioux Center and Spencer. ◆

NEW INDUSTRIES*
1973-1982


LYON 6
OSCEOLA 1
DICKINSON 2
EMMET 8
KOSSUTH 8
WINNEBAGO 6
WORTH 4
MITCHELL 3
HOWARD 1
WINNESHIEK 3
ALLAMAKEE 12
SIOUX 20
O'BRIEN 4
CLAY 8
PALO ALTO 1
HANCOCK 3
CERRO GORDO 44
FLOYD 12
CHICKASAW
FAYETTE 7
CLAYTON 7
PLYMOUTH 9
CHEROKEE 6
BUENA VISTA 8
POCAHONTAS 8
HUMBOLDT 9
WRIGHT 13
FRANKLIN 10
BUTLER 2
BREMER 1
WOODBURY 18
IDA
SAC 2
CALHOUN 8
WEBSTER 10
HAMILTON 7
HARDIN 5
GRUNDY 4
BLACK HAWK 23
BUCHANAN 4
DELAWARE 4
DUBUQUE 10
MONONA 1
CRAWFORD 11
CARROLL 5
GREENE 4
BOONE 6
STORY 10
MARSHALL 5
TAMA 6
BENTON 6
LINN 22
JONES 10
JACKSON 12
HARRISON 4
SHELBY 5
AUDUBON 2
GUTHRIE 4
DALLAS 6
POLK 62
JASPER 9
POWESHIEK 2
IOWA 7
JOHNSON 6
CEDAR 7
CLINTON 10
SCOTT 41
POTTAWATTAMIE 20
CASS 7
ADAIR 3
MADISON 1
WARREN 2
MARION 12
MAHASKA 12
KEOKUK 1
WASHINGTON 5
MUSCATINE 18
LOUISA 3
MILLS 4
MONTGOMERY 9
ADAMS 4
UNION 10
CLARKE 5
LUCAS 5
MONROE 1
WAPELLO 13
JEFFERSON 3
HENRY 8
DES MOINES 8
FREMONT 4
PAGE 10
TAYLOR 2
RINGGOLD 5
DECATUR 3
WAYNE 10
APPANOOSE 6
DAVIS 2
VAN BUREN 1
LEE 19

TOTAL NEW INDUSTRIES: 800
***Includes branch plants and new corporations**

Iowa

Industrial Division, International Section

Interest in trade grows among Iowa businesses

The International Section of the Iowa Development Commission's Industrial Division promotes exports of Iowa products and foreign investments in Iowa. Statistics show that of Iowa's labor force, about 20 percent of the workers are directly engaged in export activity and another 10 percent offer related services.

International trade activity in Iowa during 1982 was greatly affected by the world economic situation. The economies of the world — Western and Eastern, industrial and less developed — were under severe strains. The net result was a deepening world recession and an increase in both internal and external political unrest for all countries involved.

These pressures, while mostly negative, did do one thing — they made American business people aware of the importance of international trade and investment. The IDC's International Section noticed in 1982 an increased interest on the part of Iowa companies to engage in exporting, or to participate in joint ventures and other international business relationships.

Trade missions

The International Section conducted two successful trade missions in 1982, including visits to markets previously untapped by Iowa trade delegations.

In a unique switch from previous trade missions, an Iowa trade group was hosted by the Arcachon Area Junior Chamber of Commerce in France. Seventeen Iowans, including then-Gov. Robert D. Ray and Mrs. Ray, visited this southwest region of France in early June. Firms in this area are very interested in developing long-term trade ties with Iowa.

From France, three members of the trade delegation traveled on to Johannesburg and Capetown, South Africa, for the second leg of the mission. They were joined there by two additional Iowa companies. Opportunities for trade in South Africa proved to be even better for the Iowans than in France.

A trade mission to Southeast Asia was made late last year. The "Pacific Rim" region is considered to be the fastest growing market in the world today, with annual growth rates averaging 5 to 6 percent. Visits to Thailand, Malaysia, Indonesia and Singapore were arranged and 15 people representing ten Iowa companies signed on to participate. The participants, including Gov. Ray and IDC Director David H. Swanson, reported the trip was successful.

Export conferences

Each year, the IDC arranges a statewide conference on behalf of the governor to emphasize the importance to Iowa's economy of exports and the need to expand the foreign activities of small and medium-sized manufacturers. This year the Governor's Conference on Export Expansion was held in June in Cedar Rapids.

Three IDC-sponsored export workshops were held in various Iowa cities during 1982. These half-day sessions are given to firms wanting to learn about management techniques that can lead to successful export marketing.

The International Section also participated in a one-day session on the mechanics and techniques of exporting sponsored by Kirkwood Community College in Cedar Rapids. The workshop was held in October and was open to anyone interested in foreign trade. Other sponsors of the Fifth Annual Export Workshop included the International Trade Bureau of the Cedar Rapids Chamber of Commerce, the U.S. Department of Commerce and the Iowa District Export Council.

Foreign visitors

One important function of the International Section is to introduce visiting foreign business people and government officials to Iowa's agricultural and industrial products.

In 1982, visitors included more than 66 individuals from the following countries: Canada, the Republic of China on Taiwan, the Peoples Republic of China, West Germany, Japan, Korea, Kuwait, Mali, Mexico, Nigeria, South Africa, Tunisia, United Kingdom, Zaire and Zambia.

(Cont. to page 6)

Detailed market studies offered

(Cont. from page 5)

Trade leads

Part of the commission's ongoing program to supply Iowa firms with reliable and timely foreign trade inquiries is a computerized trade lead system developed by the IDC and Kirkwood Community College. This past year, more than 50,000 trade leads were automatically distributed statewide on a biweekly basis.

In addition to trade leads furnished by the U.S. Department of Commerce, the IDC receives many trade inquiries directly from foreign contacts. Some 50 direct inquiries were answered by the International Section in 1982. For more general requests about Iowa suppliers, an *Iowa International Directory* was mailed to prospective buyers. During 1982, nearly 590 copies of this publication were distributed.

Also in 1982, the staff of the International Section finished revising and updating the useful export reference tool, *Iowa World Trade Guide*. The new edition of this publication will have more information and an improved format. The publication should be available for distribution in early 1983.

Market information system

For the past year-and-a-half, the International Section has been working on a trade data delivery system that promises to become the most complete, in-depth foreign market evaluation tool available to Iowa manufacturers. The result of these efforts will be ten world market studies on Iowa firms' products. Each study will offer information on marketing opportunities in 12 major markets based on the actual import histories of those countries.

An additional bonus of the study is the IDC's ability to tap into the U.S. Department of Commerce's Foreign Traders Index of 140,000 foreign importers, distributors and wholesalers. The IDC is now able to supply information on these firms to Iowa manufacturers at a minimal cost. Kirkwood Community College retains the computer programs for this system, making turnaround time short.

Foreign student program

The International Section continued in 1982 to be an active sponsor of the Foreign Student Contact Program, which provides beneficial interaction between the state's universities and business community. Each year through this program, dozens of foreign students studying in Iowa get the opportunity to observe Iowa's industrial sector in action. The IDC has received positive comments on the merits of these industrial tours and business discussions from both the students and the business executives.

Mutual Cooperation Pact

The year 1982 saw another first for the IDC with the signing of an agreement for mutual trade assistance between the China External Trade Development Council and the State of Iowa. The agreement was signed in August.

Since the signing, the IDC and the CETDC have begun making plans for a trade seminar in Iowa, where important Taiwanese officials could address Iowa firms on marketing opportunities in their country. Sometime after this one-day seminar, the IDC will arrange a trade mission to Taiwan for Iowa firms interested in trade or investment there.

International meetings

In international trade, constant change and variation are facts of life — markets change, exchange rates fluctuate, governments rise and fall. The International Section acts as the eyes and ears for world traders in Iowa. As such, the staff must keep up with the latest marketing and economic perspectives related to foreign trade.

The staff this year attended trade meetings in Chicago; Washington, D.C.; New Orleans; and Taipei, Taiwan. ♣

John Schissel (left), the IDC's assistant director for international, looks on as German businessman Paul May (middle) and Iowa businessman Robert Richardson meet to sign a joint-venture agreement.

Iowa

Industrial Division, International Office

Europe learns about Iowa

The International Office in Frankfurt, West Germany, operated in 1982 with only one professional staff member and one secretary. The additional professional position was not filled because of budget restrictions.

The number of investment projects, however, was higher than in 1981.

Joint ventures

In one arrangement aided by the International Office in 1982, Superior Manufacturing of Stockton, Iowa, and Rohrtechnik of Rothenberg, West Germany, formed a joint venture for manufacturing slotted steel tubes in Iowa. The German technology, new to the United States, is in place and production is scheduled to start in January. Initial employment at the Stockton plant is slated to be 25 to 30 workers.

Also through the help of the International Office, Hettinga Equipment Co. of Des Moines announced plans to manufacture products in Iowa for sale overseas. Employment of 80 workers was planned in a restarted factory, and future expansion could bring the payroll to 200 workers.

In a related development, a German firm and Hettinga Equipment agreed to combine resources to start a factory for production of a new fireproof, thermal, acoustical barrier. Employment of 200 people is projected.

Page Engineering of Arcachon, France, has started a subsidiary in Iowa called Page Hydro-Power Systems and has formed a joint venture with an Iowa consulting firm to develop hydro-power technology in Iowa. European money will be invested in a series of demonstration "low-head dam" projects in Iowa, with plans for eventually producing the equipment in Iowa.

Several joint ventures are in the planning stage. They include projects in food technology, heavy-metal fabrication, precision-machine work, metal fabrication and plaster accessories textiles.

Fifteen foreign companies visited Iowa in 1982 seeking joint ventures, direct investments and other business arrangements with Iowa firms.

Office activity

A total of 117 investment projects were started in 1982. This figure was 21 higher than in 1981. There is continuing interest from Europe, but the world recession has slowed actual investment.

The International Office sent 212 letters to Iowa manufacturers in 1982 seeking joint venture, license, equity and other business arrangements. Office Director Paul Wagner attended 14 embassy-sponsored information days and nine investment seminars throughout Europe during the year. He also attended ten trade fairs in Germany, France and Switzerland.

A total of 26 European companies' plants were visited, with a view toward arranging investments in Iowa. Twenty-two additional business trips were conducted in Europe. From meetings in Vienna, The Hague and Madrid, 796 trade leads were processed. Direct mailings for ten Iowa companies resulted in 146 agent and distributor leads.

The office has on file brochures, price lists, and other information from 250 Iowa companies. This information is distributed to European agents, brokers and other interested parties.

The office processed 2,864 pieces of incoming mail and 5,287 pieces of outgoing mail. The outgoing mail consisted of direct mail pieces designed to develop trade leads for Iowa products, letters to investment contacts both in Europe and Iowa, and direct mail campaigns of Iowa literature to European business people.

Trade mission

The International Office was instrumental in coordinating and conducting a trade mission of Iowa companies to France in June 1982. This mission developed a good number of contacts in France and allowed Iowans to break into a market which has been more difficult to penetrate than those in the rest of Europe.

Eighteen Iowa companies visited Europe on marketing trips with assistance from the International Office.

In February 1982, Wagner made his annual visit to Iowa. He visited 13 Iowa companies which had joint-venture interest. He participated in several trade meetings with international staff members.

The International Office has developed an extensive list of business contacts in Europe. These contacts for both trade and investment take time to build and cultivate.

It also is interesting to note that the Hettinga Equipment, Superior Manufacturing and Page Engineering projects all involved technologies which previously did not exist in the United States, fitting these projects into Iowa's emphasis on high-technology development.

The NAMCO and Groschopp announcements in 1980 also represent new products or technology in the United States. So, in addition to a source of export promotion and investment, the International Office also is a conduit for attracting new technology to Iowa. ◆

Iowa

Tourism and Travel Division

Foundation laid for growth in Iowa tourism

For the first time, during 1982, the nation's troubled economy began to affect Iowa's travel industry. The number of tourists in Iowa was up, but the number of dollars spent and other measurable factors were down.

The year was important, though, to Iowa's travel industry for reasons that do not show up in the statistics. It was the year that saw the Iowa Legislature provide funds to the Tourism and Travel Division for a comprehensive research study into the marketability of Iowa to travelers and the travel trade. That research was completed last September.

The report shows Iowa has some substantial problems to solve, but a great deal to gain by doing so. Market areas were identified, travel patterns were recorded and target groups were determined. It also was determined what travelers are seeking while on vacation and whether Iowa can fill some of those wants.

Phase-two of the study, a detailed tourism marketing plan, is slated to be completed in January. This plan was funded by the private sector through the Iowa Travel Council.

Never before have the Iowa travel industry and state government entered into such an extensive cooperative arrangement. The research study proves the value of the IDC's work toward development of a new cooperative relationship between government and private business, work which was started three years ago.

Ultimately, this cooperative project will provide a solid base of information for future promotion of tourism and travel within the state. The study's results will serve as the basis for legislative appropriation requests in 1983 and beyond.

Expanded tourism and travel would generate much needed dollars and jobs in Iowa. In 1981, with little promotion, travel expenditures averaged $16.1 million per county in Iowa, according to a research report released by the United States Travel Data Center. Travel expenditures of $1.6 billion in the state were found to generate about 51,500 jobs.

Tourism conference

Members of Iowa's tourism industry gathered to examine their industry and learn more about it during the Second Annual Governor's Tourism Conference, an event held in May and co-sponsored by the IDC.

Then-Gov. Robert D. Ray and nationally-recognized travel market researcher Tom Davidson were the featured speakers. The governor praised what the industry had accomplished and Davidson provided some guidelines for growth. He challenged the industry to "take a look at your assets through the eyes of the marketplace and then put your limited dollars where they'll do the most good."

Throughout the two days, workshops were held on subjects ranging from working with legislators to the use of volunteer help.

New tourism publications

In a continuing effort to provide the maximum amount of information to the traveler at minimum cost, the Tourism Division designed a new map for Iowa travelers.

Lightweight and colorful, the map provides travel information in the form of editorial description and specific site location. Points of interest are keyed to a grid and included in an attractions locater to make them easy to find.

Also new in 1982 was the *Iowa Overnight Book*. Included are 96 pages of listings and information on nearly 700 motels, hotels, resorts and cabins, and 576 campgrounds.

Tourism Division staff members participated in four vacation and travel shows in 1982. They included shows in Kansas City, Indianapolis, Milwaukee and Cleveland. The four shows were selected because they were in areas which represent Iowa's main travel market, traditionally sending a large number of visitors to Iowa.

The total attendance of the four shows was an estimated 750,000 people. The Iowa representatives distributed 26,000 pieces of tourism literature.

Special promotions

The Tourism and Travel Division again co-sponsored two special events on state-owned land with the Iowa Conservation Commission.

The third weekend in July found nearly 10,000 people attending the second Forest Craft Festival in Lacey Keosauqua State Park in Van Buren

The Ghost Garrison marches at the 1982 F
which the IDC co-sponsors, drew 170 particip

County. Held in conjunction with the Van Buren County Summer Arts Festival, the event is designed to draw attention to the importance of Iowa's forests.

In late September, the Fort Atkinson Rendezvous was again held in northeast Iowa. During the weekend, nearly 170 teepees, lean-tos and military tents covered the fort grounds. Participants came from nine states and Canada. An estimated 20,000 spectators came to the two-day event to observe frontier-style craft people, buckskinners and soldiers.

Also during 1982, for the first time, the Tourism Division cooperated with the Iowa Pork Producers Association and local pork groups in offering samples of Iowa pork to travelers at three tourist information centers. The promotion was designed to show travelers that good food is one of Iowa's top tourist attractions, and to lead them to associate Iowa with the finest quality meats when they're shopping at their local supermarkets.

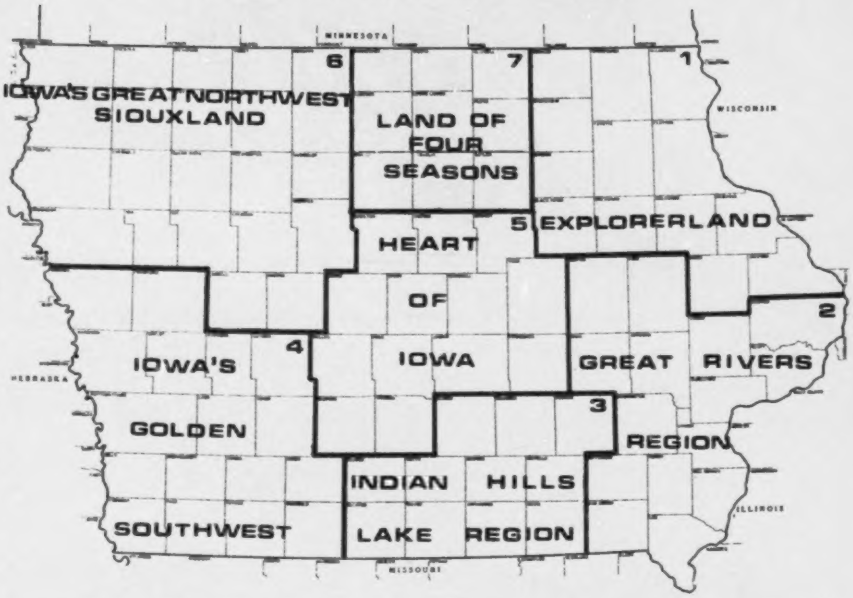
Package tour development

Again in 1982, major emphasis was given to the development of the package tour industry in Iowa. In 1981, inter-city bus companies generated $75 million in expenditures in Iowa.

In an effort to increase Iowa's share of the market, Tourism Division staff members worked at the National Tour Brokers Association marketplace show, the American Bus Association show, and travel agent shows in Milwaukee, Minneapolis and Kansas City.

nson Rendezvous. The northeast Iowa event,
nd 20,000 spectators during its sixth year.

IOWA'S TRAVEL REGIONS



Various Iowa convention and visitor bureaus also provided representation at the shows.

The popular package tour guide, published by the state in late 1981 and currently undergoing update and reprint, is the division's main tool in working to develop the package tour market.

The division had contact with 58 tour brokers, 84 bus companies and 604 travel agents in 1982.

Interstate info centers

A record number of travel parties visited Iowa's seven information centers in 1982, picking up brochures and viewing displays. The centers are located along Iowa's interstate highways, and operated by the IDC.

In total, 63,229 travel parties signed the centers' guest books, an 11.3 percent increase over 1981. This activity came at a time when a 16 percent decline in summer traffic was noted on Iowa's interstate highways.

More individual travelers and retired vacationers used the centers during 1982, accounting in part for the decline in travel party size from 3.1 in 1981 to 2.7 in 1982.

Average spending per day by each party was $62.17. In 1981, the per-party spending was $71.50 and in 1980 was $57.12.

Fifty percent of the respondents to a survey said they were planning longer trips in 1982 than they took the previous year, with an average-trip length of 3,089 miles.

When the respondents were asked where in Iowa they planned to visit, Des Moines topped the list, with the Amana Colonies running a close second.

Regional travel councils

For Iowa's seven regional travel councils, 1982 was a year of updating, reprinting and creating new materials to provide to potential travelers. Highlighting the new materials was a window or bumper sticker identifying the Land of Four Seasons in north-central Iowa.

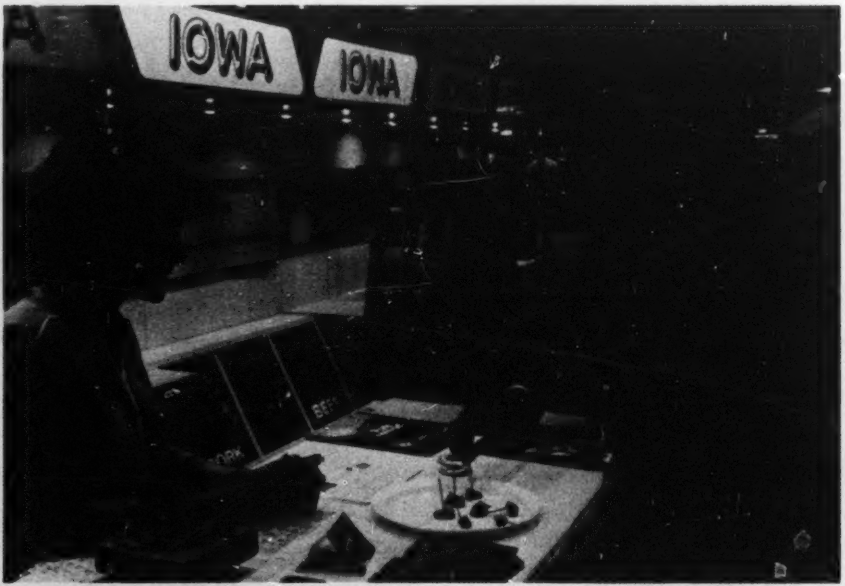
Information was distributed by regional representatives at the Cedar Rapids sports show, the Des Moines travel show, the Clay County Fair, the camper show in Mason City, the National Dairy Cattle Congress in Waterloo and the Northeast Iowa Sport Show in Cedar Falls. Representatives of Iowa's Golden Southwest also worked at the Omaha, Neb., sports show.

All seven regions were represented at the Iowa State Fair. Representatives of the Siouxland region in northwest Iowa held a drawing for all-expense-paid weekends in their region as a prize to fairgoers. For the first time, one of Iowa's regions was represented in a trade show attended by package tour operators. Representatives of the Great Rivers Region in southeast Iowa told their story at the Chicago show. ✤

Iowa

Ag Development & Promotion Division

Ag Division faces challenges, change



Joyce Binning of the Iowa Pork Producers Association operates a display booth at the 1982 National Restaurant Association Convention. The IDC Agriculture Division also participated in the show, which drew restaurateurs from throughout the nation.

In 1982, the Agricultural Development and Promotion Division faced new challenges and changes as it continued its efforts to promote Iowa's agricultural industry.

During a time of depressed farm economics, the division forged ahead with its domestic programs of promoting Iowa's quality agricultural products and searching for potential new markets. In addition, the division began to move into two new areas of promotion — the food processing industry and international trade, both of which show great promise.

Fine Iowa Meats

In rounding out its twelfth year, the Fine Iowa Meats program continued to be an effective liaison between producers, processors, retailers and consumers.

In 1982, six promotions were held in cooperation with the Iowa Pork Producers Association and the Iowa Beef Industry Council. The promotions were held in the following metropolitan areas: Phoenix, Detroit, Sacramento/San Jose, Pittsburgh, New Orleans and Washington, D.C.

Consumers in nearly 500 grocery stores across the country purchased almost 5 million pounds of high-quality Iowa pork and beef as a direct result of these promotions. The producer involvement in these promotions makes them unique. In 1982, 84 of Iowa's producers directly participated in the program.

National food shows

The Agriculture Division participated in three national food shows during 1982, in conjunction with the Iowa Corn Promotion Board, the Iowa Beef Industry Council and the Iowa Pork Producers Association. These shows — the Food Marketing Institute, the National Restaurant Association Convention and the American Dietetics Convention — showed buyers, retailers and potential users the quality and diversity of Iowa's food products.

The Food Marketing Institute was attended primarily by U.S. grocers and food brokers. The National Restaurant show attracted the nation's restaurateurs, while the American Dietetics exhibition acquainted dieticians from around the country with the wholesome, healthful products of Iowa. This year, 23 of Iowa's food processors were represented in the Iowa displays through product samples and literature.

Commodity group cooperation

Throughout the year, the Iowa Development Commission worked with each of Iowa's commodity organizations, both on individual and joint projects. This year, for example, the division was involved with the commodity groups, the Farm Bureau and the Iowa Department of Agriculture in developing and distributing a curriculum guide for school teachers (grades 4-6) entitled *Agriculture in Iowa*.

This resource guide was developed to help the students of Iowa learn about agriculture in Iowa — its importance as one of the state's major industries, its role as a source of employment and careers, and the role it plays in meeting basic nutritional, clothing and shelter needs.

Several times throughout the year, the division brought together the executive directors, staffs and leadership of the commodity organizations. Topics discussed included mutual concerns regarding legislation, promotion and the industry in Iowa.

Another successful "Mini-Food Fair" was held in January in conjunction with Iowa's commodity organizations. This event, coordinated by the IDC, is designed to expose Iowa's legislators and state officials to Iowa's quality food products, and also to the efforts of the commodity organizations in promoting their respective industries.

Gov. Terry Branstad, then lieutenant governor, greets a delegation from the Republic of China on Taiwan. The delegates, who were hosted by the IDC, bought $38.4 million worth of Iowa goods during their stay in the state.

The "Mini-Food Fair" has proven to be a valuable tool for agricultural groups to become better acquainted with the state's elected officials. The officials, in turn, have an opportunity to see how effectively Iowa's agricultural sales teams operate.

Food processing

The food processing industry in Iowa is a vital part of the state's economy. Not only does it provide jobs for Iowans, but also access to competitive markets for Iowa's agricultural producers. For these reasons, the division has been working to become more familiar with this industry in Iowa.

The first annual Midwest Food Processors Conference was held in Minneapolis in September, involving processors from Iowa, Wisconsin and Minnesota. The IDC sponsored a breakfast for 60 of Iowa's processors, to acquaint them with the IDC and to familiarize them with the services of the Agriculture and Industrial Divisions. From the contacts and ideas generated at that meeting, the division began building a positive working relationship with the processors.

In addition, a survey was completed of Iowa's food processors, in conjunction with Iowa State University, which has given greater insight into the processing industry. This information will serve as a guideline for future program development.

International markets

The division became more involved in international trade and market development activities during 1982. The commission, as a member of the U.S. Feed Grains Council, hosted several foreign trade teams, showing them the efficiency of Iowa's agricultural production and processing.

In addition to hosting teams from around the world, the division helped plan and coordinate a mission to Japan led by then-Gov. Robert D. Ray, which included John Henning, president of the Iowa Cattlemen's Association, and Don Gingerich, president of the Iowa Pork Producers Association.

These Iowans met with Japanese officials regarding the United States' trade relationship with Japan. The trip was designed especially to address trade barriers which prevent more of Iowa's red meats from being exported to Japan.

The message the delegation took to the Japanese was that the current U.S. trade deficit with Japan has fueled strong protectionist sentiments in this country and that these trade tensions could be eased by opening Japanese markets to U.S. meat exports. Information gathered during their meetings will be used to formulate plans for further opening of the Japanese market.

Access to world markets and input into the development of a U.S. export policy are areas in which the division hopes to expand its involvement, because farmers must now work to compete in world markets plagued by growing protectionism.

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Iowa

Community Betterment Division

Volunteer fever spreads in Iowa during 1982

Don Broshar offers assistance during a youth workshop at the 1982 ICB Recognition Day. Broshar works at the state 4-H office in Ames.

Former Gov. Robert D. Ray said his farewell to the Iowa Community Betterment program and to 1,500 community volunteers during ICB Recognition Day activities in Ames on Nov. 5.

Ray started the ICB program in 1970, when he challenged Iowans to improve their communities through volunteer work. Since then, an estimated $175 million in community improvements have been attributed to the program. It has grown to become the largest community development program in the nation.

The 1982 Recognition Day crowd was a record one, and the day gave those attending other reasons to brag as well.

There was more of everything at Hilton Coliseum: more award money, more community booths (43) and more food. The day opened with a free omelet breakfast sponsored by the Iowa Egg Council, Iowa Dairy Products Association and Iowa Pork Producers Association. It was the first time for the breakfast and more than 500 meals were served. Two more commodity groups got in the picture before the day was over. The Iowa Beef Industry Council and the Iowa CowBelles teamed up to serve hors d'oeuvres in the afternoon.

Slide shows

The community volunteers at both the luncheon and awards banquet again were treated to slides of community projects. The banquet, however, held something new. The new IDC slide show, "Iowa: A Harmony of Land and People," was shown, as well as a special slide-show salute to Ray for his role in the Community Betterment program. WHO Radio Farm Director Keith Kirkpatrick was emcee of the banquet, and IDC Commissioner Bill Riley was emcee of the luncheon.

During the luncheon, Ray presented 150 governor's leadership awards to persons and groups nominated by each community. At the evening banquet, the governor awarded checks and plaques to rep-

Then-Gov. Robert D. Ray delivers his last address to a community betterment crowd at the 1982 ICB Recognition Day. Ray was the subject of a slide-show salute during the evening banquet.

resentatives of communities with winning projects.

Ray presented the first Governor's Trophy to the community of Monona during the banquet. The award was initiated to honor the retired governor's many years of work in community betterment. The Governor's Trophy will be given annually to the community that best exemplifies the spirit of community betterment.

Twenty private-sector sponsors donated $20,000 for the outstanding achievement and youth involvement awards. The communities' projects were judged in September by nine teams of volunteer judges.

Special awards

In addition, the Iowa Blue Flame Gas Association sponsored cash awards for communities with outstanding energy conservation projects. The gas association includes: Northern Natural Gas Co., Michigan Wisconsin Pipeline Co. and Natural Gas Pipeline Company of America. Also in 1982, for the first time, the Iowa Arts Council awarded cash to communities with the best arts projects. Winning projects in the energy and arts areas were selected by representatives of each group.

Ambassador Awards for dedicated public service were given to four Iowans. Only 15 of these prestigious honors have been awarded in the program's history. Marian Paasch and Don Fuller, both of Low Moor, were honored for working without pay to help several Clinton County communities in the Community Betterment program. Mark Settle of Davenport and Russ Kingsley of Mason City were honored for their community betterment work through the Iowa State University Extension Service.

Hundreds of 'actors'

Hundreds of "actors" made things happen in 1982 for the ICB program. There were those who traveled icy roads in January and February to attend one of the 18 recruitment workshops. From those meetings, 204 communities enrolled in the program and 136 made it to the finish line.

Other highlights of the 1982 program were: an improved newsletter, free volunteer recognition certificates for local leaders, 50 additional CB road signs, 34 successful project book workshops with 144 cities represented by 361 persons, a luncheon in honor of ICB's sponsors and advisers, former Gov. Ray's last Recognition Day proclamation, and a new "Iowa Community Betterment" Recognition Day banner.

Further recognition came to ICB in May when former ICB Director Paul Comer was honored at the annual awards banquet of the Governor's Committee on the Employment of the Handicapped. Comer was among eight persons singled out for work during the International Year of Disabled Persons in Iowa in 1981.

New grants

The ICB success story in 1982 included still other incentives for the communities. One was the Iowa Food and Energy Council's commitment of $3,000 in grants to Iowa communities under 4,000 population which are active in ICB. IFEC is a council of Iowa investor-owned utilities and rural co-ops.

Nineteen communities submitted applications. Grant recipients were: Strawberry Point, $1,000; Arlington, $500; Charlotte, $500; Logan, $500; and Pleasant Plain, $500.

Related activities

The CB Division also participated in several community development related activities during 1982. Among those activities was guideline recommendations to the state Office for Planning and Programming for the new Community Development Block Grant Program. The result of those efforts was a separate category for communities of 2,500 population and less.

Another area of ICB staff involvement was the Community Development Society of Iowa. ICB Assistant Director Barbara Duvall served on the annual program planning committee and Comer chaired the nominating committee for new officers.

Other activities included participation in the Mid-America Conference on Small Cities at Maryville, Mo. This conference drew community leaders from southwest Iowa, southeast Nebraska, northeast Kansas and northwest Missouri, as well as community betterment program staff from the other three states.

Outlook

Iowa Community Betterment is entering 1983 from a new vantage point. A new director to replace Comer, who has become the director of the IDC's Tourism and Travel Division, has yet to be named. Gov. Terry Branstad will be picking up in 1983 where former Gov. Ray left off.

In a recent interview, Branstad pledged his support to the ICB program. (See January *Digest*.) For its part, the ICB staff is pledged to making the 1983 program the best ever.

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Iowa

Public Information Division

Stressing sophistication and innovation, the Iowa Development Commission and its Public Information Division broke new ground in 1982 to tell the story of Iowa's economic resources.

A new slide-tape presentation, "Iowa: A Harmony of Land and People," premiered at the Midwestern Governors' Conference in mid-July. Produced by the CMF&Z advertising agency of Des Moines and division staff members, the show has been continually on loan to Iowa groups since its debut.

Two public-service billboard posters promoting the state and the IDC's Community Betterment program were developed late in the year for free distribution to outdoor advertising companies and local groups. The "year's supply" of 200 was ordered within two weeks of the announcement of the program.

The IDC's publications were reviewed in 1982 with close attention paid to packaging. In today's image-conscious society, packaging affects not only how a publication is received, but whether it is even read.

Two new publications were created during 1982 in keeping with agency needs. *Iowa Chops 70% Off Your Taxes* was developed to publicize Iowa's new tax laws, using a high-class, easy-to-read format.

Another new publication, *Education and Training for Iowa Workers*, is the first compilation of available information concerning industrial education opportunities in the state. Developed with the assistance of the state Office for Planning and Programming, the Iowa Department of Public Instruction and a consortium of education representatives, the brochure's cost was paid with a CETA grant.

Doing Business in Iowa was revamped to be consistent and easier to read. In addition, new looks were adopted for the publicity materials of continuing programs, such as the Forest Craft Festival and the Fort Atkinson Rendezvous.

Iowa visitors

Another major responsibility of the division is to host groups or persons traveling in the state. Most notable of these visits in 1982 were the two trips to Iowa by President Ronald Reagan. The Public Information Division was charged with hosting the press corps.

In March, the division hosted a group of six foreign journalists who were in Iowa to study the effects of New Federalism programs. The division also assisted in setting up media coverage for delegates from the Republic of China on Taiwan and Japan.

The division and IDC Commissioner Bill Riley spent ten days in November with a television film crew from Japan.

Low-cost promotions

The IDC's first "traveling billboard," a Department of General Services' semi-trailer truck with an Iowa message painted on its side, was so well received that arrangements were made in 1982 to paint a second truck.

The IDC's giveaway-promotion items, such as the plastic "Place to Grow" pins, were reviewed with an eye to saving money. The result was the discontinuance of the pins and the printing of round, low-cost promotion stickers.

Film industry

Procter & Gamble spent over a half-million dollars last summer in the Waterloo area for the shooting of several Tide television commercials. The IDC suggested the shooting sites. In addition, Harrison Productions of New York City shot a 30-second spot for Dristan cold medicine in Des Moines' Forker Pharmacy after first contacting the IDC.

The division helped production companies arrange the shooting of several television commercials for farm chemical companies.

Inquiries about film production opportunities in Iowa increased substantially during 1982. The *Iowa Film Facilities Catalog* was streamlined and redesigned to better serve the production firms which request information about Iowa.

Other activities

An experimental program for the division in 1982 was the hiring of a summer college intern to help with division projects. Laura Scorpiniti from Iowa State University was hired in June to work fulltime. The program proved to be so successful that the intern program continued through the fall on a part-time basis.

Here is a summary of some of the Public Information Division's support activity during 1982:

- Wrote 63 news releases about IDC activities, with 4,631 stories about the agency appearing in Iowa newspapers. Print media reporters interviewed staff members 136 times, while 184 broadcast media interviews were conducted.
- Urged public presentations by IDC staff, resulting in 192 presentations to 13,025 people.
- Sold or lent 1,203 color slides and black-and-white photographs to 114 people. Slide shows were lent to the public about 30 times.
- Prepared, or had a hand in preparing, the *1983 ICB Guidebook*, Quick Facts Cards, *Fine Iowa Meats Suppliers' Directory*, *Iowa Biking Capital of the Nation* folder, *Iowa Offers You More* brochure and a brochure of general information about the commission.
- Conducted a media workshop for IDC staff members.
- Produced a weekly half-hour educational radio program, "Inside Iowa," broadcast over radio stations KIOA-AM and KMGK-FM in central Iowa each Sunday morning.
- Assumed responsibility for the IDC's inventory of promotional and other information items.
- Prepared visuals for the IDC's budget presentation.

Iowa

Research Division

Start of CALL ONE highlights year

The Research Division's function is to provide the IDC's line divisions with data, studies, publications and other help needed to conduct their normal courses of business. In 1982, this function was expanded with the addition of the CALL ONE program.

The purpose of the CALL ONE program is to provide a center of information for persons interested in expanding or establishing businesses. The program was designed to provide the public with quick and easy access to state government.

Business people may now call one toll-free number to find out which registrations, licenses or other permits are required by the state for businesses to operate. The CALL ONE program began operation on Oct. 1. As of Nov. 30, nearly 300 clients were served by the newly developed program.

Publications

In February, 4,520 copies of the annual *Statistical Profile of Iowa* were published. This publication is a compilation of economic, social, demographic and energy data about the State of Iowa. The *Statistical Profile of Iowa* is provided free to anyone requesting a copy, as well as to libraries and schools in the state. Demand for this publication exceeded supply, and 1,000 reprints had to be published.

Demand also exceeded the supply of the *1981-82 Directory of Iowa Manufacturers*. This publication appears biennially, and provides a listing of all manufacturing firms in the state. Work on updating the 1983-84 edition began in August. The publication requires a complete census of all manufacturing firms in the state, a classification of their products and a determination of the firms' interest in international trade. The 1983-84 edition will be available soon.

This year, as a by-product of the census of manufacturers, the Research Division collected product information from all of Iowa's food processing industries. This information will allow the publication of a food products directory for the promotion of Iowa food products.

The division also began work on the *1983-84 International Directory*. Several improvements are planned for the book, which is scheduled for publication in April.

The Research Division assumed a large portion of the responsibility for updating the Industrial Division's promotional publications in 1982. The *Community Quick References* are one set of Industrial Division publications with which the Research Division became involved in 1982.

The *Community Quick References* are separate publications containing information on each city in Iowa interested in industrial development. Information on the CQRs is updated annually by the communities, and printed by the IDC. The tracts are used with industrial prospects.

The printing of the CQRs was computerized during 1982, and the responsibility for updating them was assumed by the Research Division. The division also helped update *Doing Business in Iowa*, which is a synopsis of Iowa statutes and regulations that firms need to know when doing business in Iowa.

High technology

Also in 1982, then-Gov. Robert D. Ray appointed a task force to study high-technology industries, ways to attract such industries to Iowa, and ways to develop the current high-technology industries in the state.

The Research Division provided support for the task force during its studies. The division provided a review of other states' efforts to attract high-technology industries. The task force, which was chaired by IDC Director David H. Swanson, made its report to the governor in November.

Economic data

The economy was a major concern for Iowans during 1982. The national economy and Iowa's economy were in a recession throughout the year. As the year came to a close, though, there were signs that an upturn might be on the way. The Research Division kept tabs on this important area by compiling monthly economic data and a quarterly Iowa economic index. The Research Division also made plans to begin publishing economic forecasts. The division continued to collect housing starts data, which were published in the *IDC Digest*.

The sixth Iowa Information Center Survey for the Tourism and Travel Division was completed by the Research Division. And several special projects were completed during 1982 by the Research Division, including a *Survey of Food Processing Industries* with Iowa State University, an *Analysis of Iowa Ag Exports*, and a monthly report of the ethanol fuels market share in Iowa.

Iowa Development Commission
250 Jewett Building
Des Moines, IA. 50309

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Dear Iowans:

The year 1982 was, for many, a time of uncertainty and discouragement, a time for correction and reassessment.

The economic recession proved severe for many segments of the Iowa economy. Fortunately, though, we fared much better than most states.

During 1982, industries continued to locate and expand in Iowa. Industry invested more than $206 million in plant and equipment in the state, and the number of new jobs announced by industries locating or expanding in Iowa totaled 5,982. The tourist trade increased, the agricultural sector continued its marvelous productivity, and our leaders and citizens again made special efforts to improve their communities through volunteer work.

We were served well by our inherent stability and the basic strengths of our industries, farmers and communities.

And future economic progress and vitality appears assured because Iowans began preparing in 1982 for the day the national economy rebounds.

The state legislature provided new incentives for industry by enacting the provisions of the Economic Recovery Act of 1981, by continuing the phase-out of business inventory taxes, and by providing major property tax-relief for expanding manufacturing operations. These actions will be a boon to our promotional efforts once the recession ends.

The Iowa Development Commission took a responsible and lead position in examining the state's potential for attracting high-technology industry, a predicted area of economic growth. A governor's task force concluded that Iowa has excellent potential for attracting and developing these high-technology industries.

The IDC also took steps within the agency to prepare for the future. Five-year plans were written by each division.

New emphasis was placed on tourism, with an eye toward creating new jobs and revenues. A $50,000 study of Iowa's potential as a tourism spot was undertaken, and a marketing plan based on this study is now being written. The Iowa Travel Council elected to finance the marketing plan, a gesture that will provide an inspiration to the Tourism Division as it works to increase Iowa's share of the tourism market.

The Agriculture Division laid plans in 1982 for expanded efforts in processed food promotion and international trade. Changes have been proposed for the successful Fine Iowa Meats program. And the Agriculture Division hosted several foreign buying groups, assuring that thousands of tons of soybeans and corn would be sold to Taiwan and Japan.

International markets continued in 1982 to be important to the state. Iowa now ranks first in agricultural exports and among the leaders in all exports. The commission operates an office in Frankfurt, West Germany, and is examining the potential benefits of an office in Asia. IDC trade missions successfully sold Iowa products in France, South Africa and Southeast Asia.

Several personnel changes occurred in the IDC. The existing industry program grew under the direction of its new manager, Dennis Holcomb. CALL ONE, a one-stop service for business people who need information and help, began operation under Robert Kelso's direction. Lynette Broders became director of the Agriculture Division, and Paul Comer was named director of the Tourism Division.

The IDC also announced that it will move to a new building in 1983. While the Jewett Building in downtown Des Moines has served us well, the need for expanded office space and parking necessitated a move.

Whether working in the present or toward the future, the commission continues to strive for assured and balanced economic growth. The staff members, under the able guidance of the 11 appointed commissioners, have devoted themselves to securing jobs for Iowans.

David H. Swanson
Director

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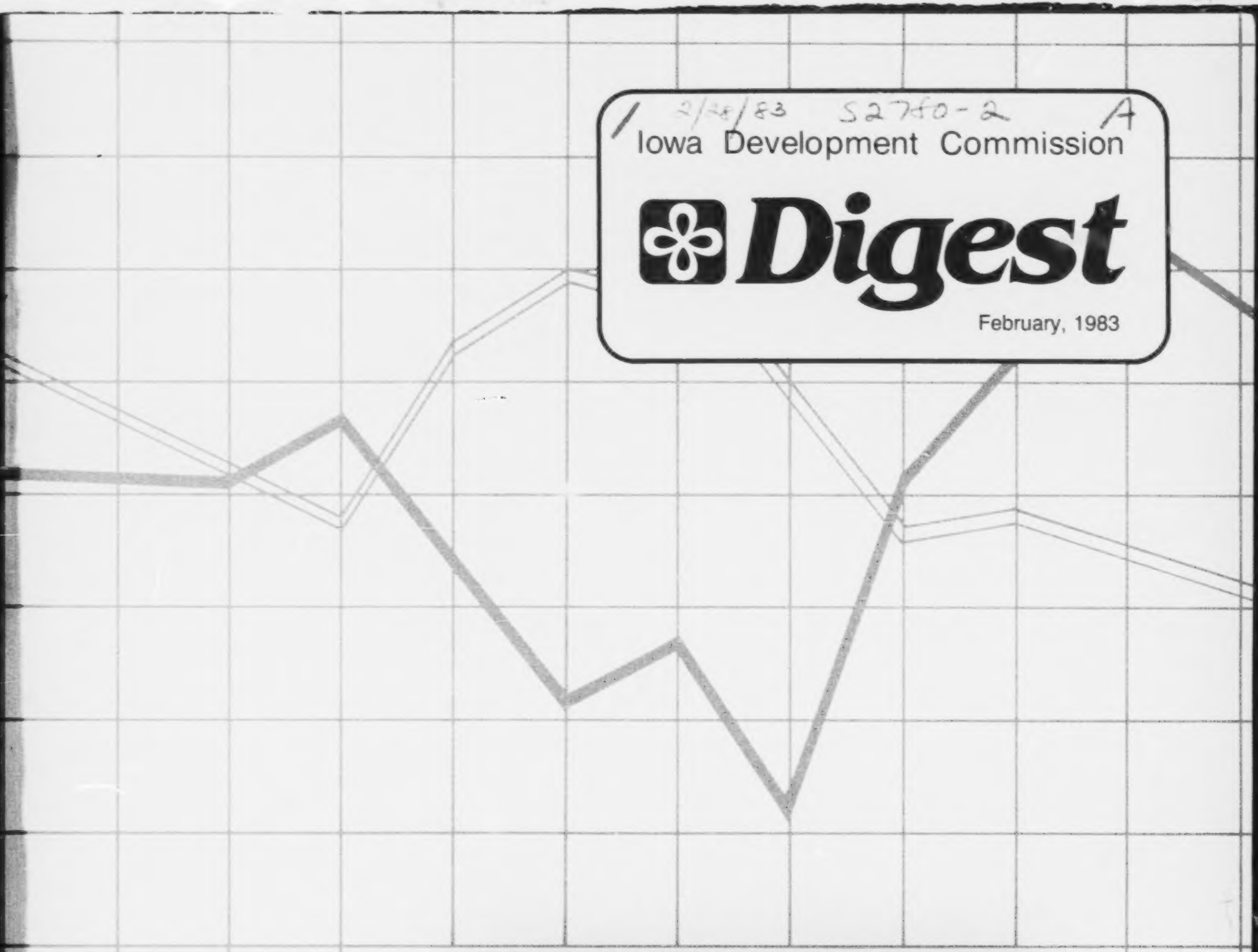
Iowa Development Commission

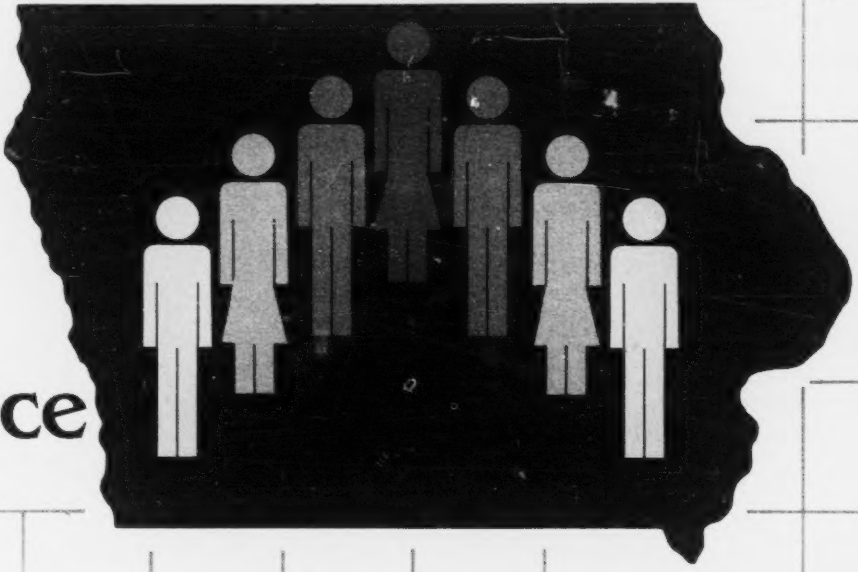
Digest

February, 1983

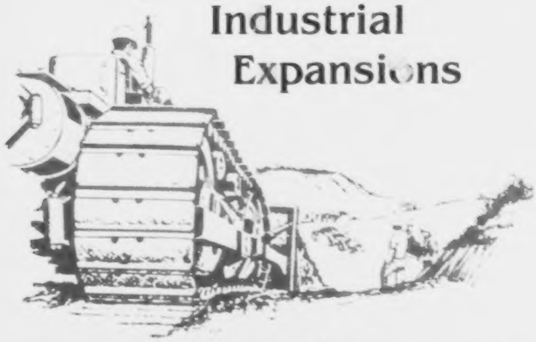


New ways to chart Iowa's economic performance

See pages 4-8



Industrial Expansions



Industries continue to locate and

Iowa Lamb Corp.

Iowa Lamb Corp. recently announced that it plans to open a lamb slaughtering plant in Hawarden.

The northwest Iowa plant is expected to open this spring, and initially will employ about 75 workers and slaughter about 1,500 lambs per day, company officials said. Plans call for eventual employment of about 125 workers and processing of about 3,000 lambs per day.

"This announcement is an important step in our efforts to create Iowa markets for Iowa farm products," said then-Lt. Gov. Terry Branstad during announcement ceremonies. "Plants such as this one benefit the farm economy of the state by encouraging production, and they create jobs by doing the processing here at home."

Riley Gillette, president of the Iowa Sheep Council, said, "There's no way producers can lose when new markets are being created."

The plant will locate in a building that formerly housed the beef kill plant of Hawarden of Iowa Inc. New packaging techniques will be tested at the plant, company officials said.

"Iowa Lamb Corp. is coming to Hawarden because local officials made a commitment to creating a better atmosphere for manufacturers," said Ron Kraft, director of the Iowa Development Commission's Industrial Division. "Without their cooperation, none of this would have happened."

Local officials worked with the IDC's Existing Industry Section on the project.

Swift Independent Packing

Swift Independent Packing Co. plans a $10.5 million expansion of its beef and pork operations in Iowa.

"These expansion and modernization moves reflect our commitment to remain a major participant in the agricultural community in the State of Iowa," said John A. Copeland, president and chief executive officer of Swift.

About $7 million will be invested at the company's Des Moines beef plant and about $3.5 million at Swift's Marshalltown pork plant.

Facilities to be added at Des Moines include refrigerated boxed-beef storage, a carcass chill cooler and a hide-processing area. The rendering system will be renovated, and a new office will be constructed. At Marshalltown, improvements are planned to double the refrigerated holding capacity and expand the sewage system.

The projects will add about 50 jobs to the Des Moines' payroll and about 40 jobs in Marshalltown. The projects are expected to be completed this fall.

Both the Des Moines and Marshalltown plants have been extensively remodeled and upgraded in recent years at a cost of several million dollars. Swift also has pork plants in Glenwood and Sioux City.

Central Can Co.

Central Can Co., a Chicago-based

Swanson agrees to extend his term as IDC director

David H. Swanson, director of the Iowa Development Commission since last spring, has agreed to stay on as director of the agency until July 1 or until a successor is named.

Swanson has been on leave of absence from his position as director of the Center for Industrial Research and Service at Iowa State University since assuming the IDC post. When he came to the IDC, Swanson said he planned to return to his duties at Iowa State in January.

Under an arrangement between the state and ISU, Swanson has begun reassuming some of his duties at CIRAS.

Before joining CIRAS, Swanson was in charge of the Wisconsin Division of Business Development Services, the IDC's counterpart in Wisconsin. Swanson also has worked in economic development for private and public organizations in other parts of the country. ✣

expand in Iowa

manufacturer of steel and plastic containers, plans to open a plant in Muscatine late this year.

The Muscatine plant, which is expected to employ about 25 workers, will be involved in expanding the company's line of plastic containers and jugs, said William Clements, vice president of Central Can Co. The containers will be shipped to chemical manufacturers in the Midwest.

The 60,000 square-foot plant will be built on a 12-acre site in Progress Park. Central Can bought the site from the Muscatine Development Corp.

Webber Metal Products Inc.

Webber Metal Products Inc. of Cascade recently finished a 6,000 square-foot expansion.

The expansion has allowed the firm to start an automatic hydraulic cylinder operation, and provides room for expansion of the firm's machining operation, according to company President J. L. Webber.

Webber Metal Products is a subcontract shop that serves many of the Midwest's largest companies. The shop specializes in computer numerical control (CNC) machining of precision parts and components.

Harker's Wholesale Meat Inc.

Harker's Wholesale Meat Inc. has announced plans to build a new research and development center adjacent to its headquarters in Le Mars.

The 6,000 square-foot building will contain a complete pilot plant, a test kitchen, a cook room and smokehouse, and a microbiology and chemical laboratory.

"New products, processes and packaging are vitally important to our future economic growth," said company President Jack Harker. "The research and development center will allow us to develop and test original products and formulations in a controlled environment without disrupting our production operations."

Lands' End

Lands' End has built a new 10,000 square-foot building in the West Union industrial park.

The firm currently employs about 35 workers at its temporary facilities. "Once we get to our new site, our production quotas will probably double," said plant manager Virginia Welsh. "This also will mean more hiring down the road."

Lands' End came to West Union in early 1982. The company, headquartered in Dodgeville, Wisc., offers nationwide, direct-mail sales of luggage, clothing and other related merchandise. The West Union plant specializes in soft luggage lines.

Acco/Paymaster Seed

Acco/Paymaster Seed has begun a $2.5 million improvement project at its De Witt plant.

The project, scheduled for completion this fall, will triple the company's corn drying capacity, double its receiving capacity and improve efficiency at the plant.

Acco/Paymaster is a division of Cargill Inc. of Minneapolis.

Evergreen Industries

Evergreen Industries, a manufacturer of fireplace doors and accessories, has located in Storm Lake.

The firm has leased a 5,000 square-foot building in the industrial park east of Storm Lake. The building formerly was occupied by J&B Manufacturing.

The firm is expected to hire a work force of about 20. ✤

Bus group cites Threshers Reunion, DubuqueFest

DubuqueFest and the Midwest Old Settlers and Threshers Reunion in Mount Pleasant have been designated among "The Top 100" tourism attractions in North America during 1983.

The selections were made by the American Bus Association. When making its choices, the association looks particularly at the events' accessibility and appeal to bus charter and tour groups. The selection of an event often translates into nationwide publicity and increased attendance.

Other events on the "Top 100" list are such internationally known attractions as the Tournament of Roses Parade, Mardi Gras and the Indianapolis 500 Parade and Race.

This is the second year two Iowa events have made the association's "Top 100" list. In 1982, the Pella Tulip Festival and Indianola National Hot Air Balloon Championships were recognized.

The 1983 DubuqueFest will be held from May 20-22. The Midwest Old Settlers and Threshers Reunion is scheduled for Sept. 1-5. ✤

Merle Heider of Jet Company Inc., Humboldt, discusses his firm's products with a group of Malaysian businessmen during the Iowa Development Commission's recent trade mission to Southeast Asia.

Potential of Asian office seen during trade mission

The Iowa Development Commission's recent trade mission to Southeast Asia confirmed the advantages of establishing a foreign office to help Iowans do business there, according to IDC Director David H. Swanson.

Swanson, who made the four-nation business trip, said the area constitutes an even larger market than Europe, where the IDC already maintains an office.

"As near as we can tell, we were the first state trade mission to visit Indonesia, despite its population of 150 million people," Swanson said.

"When we mentioned the possibility of an Asian office, they immediately perked up," Swanson said. "They knew we were serious about doing business."

Gov. Terry Branstad has expressed his support for an Asian office of the IDC.

The mission late last year visited Thailand, Indonesia, Malaysia and Singapore. Ten Iowa businessmen and then-Gov. Robert D. Ray made the trip. Singapore was the only one of the stops that had been visited before by an IDC trade mission.

Mission purpose

The trade missions are designed by the IDC to help Iowa businesses find new markets, identify new customers and develop more export sales, said Max Olson, international trade promotion manager for the IDC. The Southeast Asia area was selected by the IDC because it offers a rapidly expanding market, Olson said.

"In each country, our people sold goods," Swanson said. One embassy visited during the mission has estimated that the Iowans' trip will generate sales of $5 million in that country during the next five years.

The Iowans learned that the area's prime interest is agriculture, especially food processing. "They all were aware of Iowa's reputation as an agricultural leader," Swanson said.

Participants

Participating in the trip, besides Swanson and Ray, were: Claude Ahrens and Wendell Sleeuwenhoek of Miracle Recreation Equipment Co., Grinnell; Bill Aossey of Midamar Corp., Cedar Rapids; Jerry N. Chaffee of Mid-States International Corp., Marion, an export management company that represents several Iowa manufacturers; and David C. DeLong of Stadiums Unlimited Inc., Grinnell.

John Dressler of Dee-Jay Services Ltd., Bloomfield; Merle Heider of Jet Company Inc., Humboldt; Robert M. Hettinger of Southern Iowa Manufacturing Co., Osceola; F. Forbes Olberg of Banks of Iowa, Cedar Rapids; and Steven D. Strenge of Sudenga Industries Inc., George. ✤

What you'll find on pages 5-8

On the next few pages, the *Digest* unveils three new indicators of Iowa's economic performance.

The indicators were developed by the state Office for Planning and Programming and can be found on pages 5, 6 and 7. The figures on page 8 are provided by Job Service of Iowa and offer a look at Iowa's employment picture.

This information will appear quarterly in the *Digest* and replaces the figures and charts that were published here in the past. Publication of the monthly "Ag and Business Indicators" (on page 9 in this issue) will continue.

Staff members at OPP began working on the new indicators last May after meeting with the Iowa Development Commission's Research Division staff.

"This is the first time we in Iowa have had figures on income levels by industry and an industrial production index," said Harvey Siegelman, senior economist at OPP.

"The old Gross State Product was heavily dependent on the federal government's Gross National Product. This new GSP is more current," Siegelman said.

State measures of economic activity are valuable because they allow economists and business people to track the local effects of national events such as grain embargoes, Siegelman said.

"We're pleased to provide this new service," said David H. Swanson, IDC director.

The methodology for the new measures was developed locally, and reviewed by several prominent economists, Siegelman said. An intern in OPP's offices, Don Henry, is credited with doing the lion's share of the research for the indicators. Siegelman said he and Henry were assisted by Allen Burns of OPP, who helped with the computer design. ✤

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1983:1

Iowa Economic Indicators

State of Iowa
Office for Planning
and Programming

Moderate Growth in the Iowa Economy

Iowa's Gross State Product rose at an annualized rate of 4.9 percent in second quarter 1982, compared to the first quarter level. This increase follows three straight quarters of decline. The Gross National Product during this quarter also rose, but at an annualized rate of only 2.1 percent.

Gross State Product

Iowa's GSP is a measure of aggregate economic activity in the state and is computed using a technique similar to that used by the Commerce Department in estimating Gross National Product. Iowa's economic recession began with an agricultural recession in mid-1978, resulting from declining net farm income, and was intensified by the 1979 Soviet Grain Embargo.

Index of Personal Income

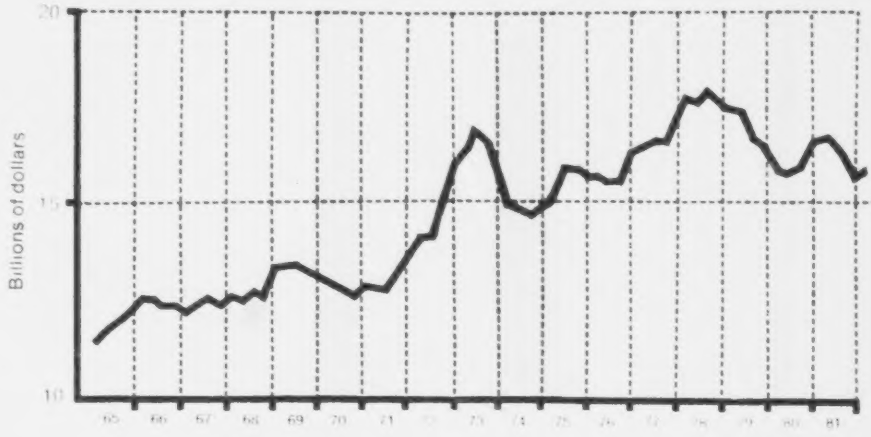
The indices of personal income in Iowa and in the U.S. show the greater impact of the farm recession in Iowa, beginning in 1978.

Industrial Production Index

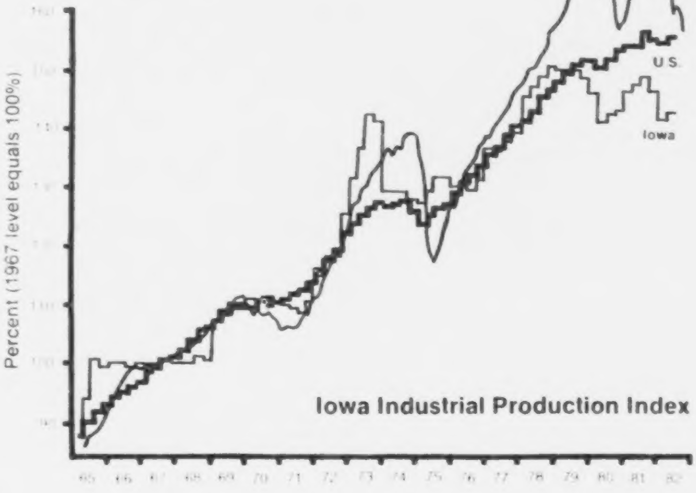
Iowa's industrial production index dropped 1 percent in October 1982 from September 1982 levels. The index is 9.2 percent below the output level of a year ago and marks the second month of decline. This index estimates output in the weighted average of Iowa's six major manufacturing industries: food and kindred products, printing and publishing, rubber and plastics, fabricated metals, non-electrical machinery, and electrical machinery. This index has been a reasonable indicator of the upward turning point in the business cycle.

Based upon the October index level, the economic recovery in Iowa continues to reflect the same uncertainty that is seen in the rest of the nation.

Iowa Gross State Product



Indices of the Levels of Personal Income in Iowa and U.S.



Selected Economic Indicators

	Annual Average		1982		Percent Change from	
	1980	1981	Q:1	Q:2	'81 Q:2	'82 Q:1
Iowa GSP (billions)						
Constant (1972) dollars	15.9	16.4	15.5	15.7	-4.9	+1.2
Current dollars	28.5	32.0	31.5	32.3	+1.4	+2.3
Iowa Personal Income (billions)						
Constant dollars	15.1	15.5	15.0	15.1	-2.8	+0.8
Current dollars	27.0	30.4	30.5	31.1	+3.6	+1.9
Gross National Product (billions)						
Constant dollars	1474.0	1502.6	1476.8	1478.4	-1.6	+0.5
Current dollars	2633.1	2937.7	2995.5	3041.2	+4.8	+1.5
(All indices, 1967 100)			**Aug.**	**Sept.**	**Sept. 81**	**Aug. 82**
Consumer Price Index (U.S.)	246.8	272.4	292.8	293.3	+5.0	+0.2
Producer Price Index (U.S.)	247.0	269.8	283.0	282.7	+3.7	-0.1
Iowa Industrial Production Index	160.5	166.4	153.3	151.9	-9.5	-0.9
U.S. Industrial Production Index	147.0	151.0	138.1	137.3	-9.4	-0.6
12 Leading Indicators (U.S.)	131.2	133.1	129.7	130.4	-0.2	+0.5

Analysis of Iowa Income by Industry*

	1980	1981	1982 Q:1	1982 Q:2	Percent Change from '82/Q:1	Percent Change from '81/Q:2
Agriculture	0.59	0.93	0.69	0.69	-0.3	-23.3
Manufacturing	3.39	3.32	2.85	2.85	+0.1	-16.0
Services	1.63	1.62	1.62	1.62	0	-0.2
Finance, Insurance and Real Estate	0.60	0.59	0.57	0.58	+1.1	-2.4
Transportation, Communication and Public Utilities	0.85	0.83	0.80	0.78	-1.9	-5.2
Construction	0.74	0.63	0.52	0.51	-1.1	-22.8

Agriculture

Agriculture includes income earned in farming, agriculture services, fishing and forestry. Farm implement dealers are included under wholesale trade. The rollercoaster recession in farm income in Iowa reflects the 1979 Soviet Grain Embargo, a recovery in late 1980 and a decline that follows the national business cycle.

Manufacturing

Iowa's industries include a balance of durable goods and non-durable goods manufacturers. The non-durable goods, dominantly food products, have had a moderating effect on manufacturing income. The impact of agriculture on Iowa's manufacturing income can be seen in this chart.

Services

This industry group includes tourism and recreation, medical care, nursing home services, business and professional services. Income in this industry has generally been insulated from the cyclical movement of the economy. Both employment and income generated by this industry have shown lower growth patterns than during the previous two decades.

Finance, Insurance and Real Estate

From 1975 to 1979 this industry in Iowa experienced a 35 percent growth rate in income generated. During that period of high land value growth, the number of persons employed in Iowa in real estate firms rose by 32 percent and the number of insurance brokers increased by 114 percent.

Transportation, Communication and Public Utilities

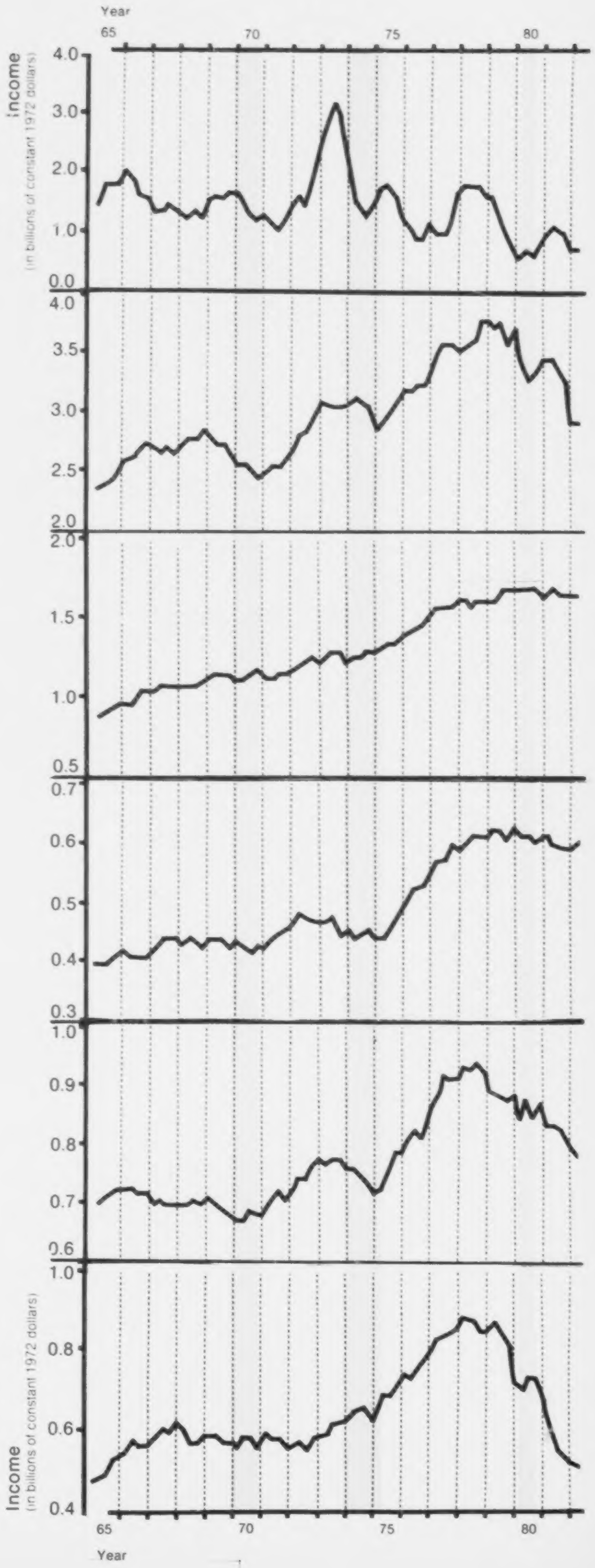
The current recession is affecting trucking and warehousing and electric, gas and sanitary services. These two industries account for just over half of the employment in this industry group. Between 1975 and 1980, employment in those two industries fell nearly 6 percent.

Construction

From 1979 through October, 1980, construction employment in Iowa fell from an annual average of 58,000 to 39,500 jobs. From 1979:1 to 1982:2, total income in this industry in Iowa fell 39 percent.

*Income includes wages and salaries, other labor income, proprietors' income and corporate profits (not only those distributed as dividends) that originate within a given industry in Iowa. Income is in billions of 1972 dollars, adjusted using the GNP deflator. Quarterly amounts are seasonally adjusted at annual rates.

Shaded areas indicate recession periods.



Wholesale Trade

1980	1981	1982 Q:1	1982 Q:2	Percent Change from '82/Q:1	Percent Change from '81/Q:2
0.94	0.94	0.93	0.94	+0.5	-1.1

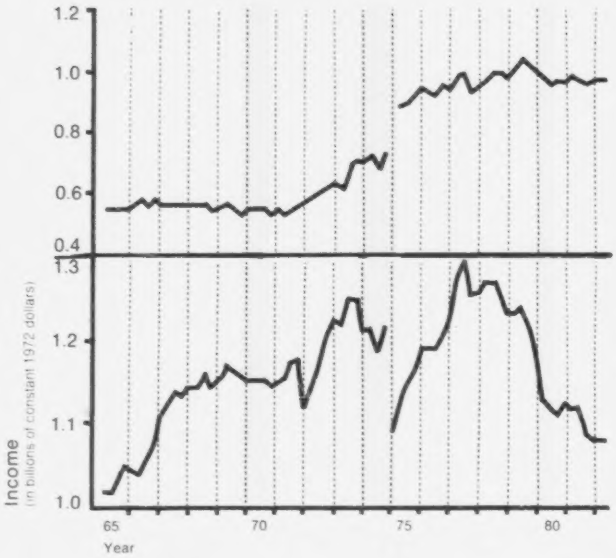
After 1974 this industry was redefined to include farm implement dealers. Prior to 1974 they were included in retail trade. The "jump" in both charts shows this change. Wholesale trade in Iowa has exhibited moderate income growth during the 70s although performance has been stable from 1979 to the present.

Retail Trade

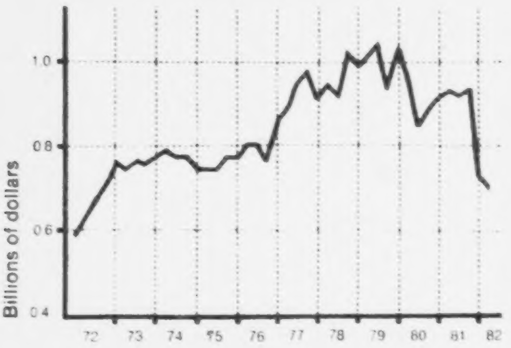
1.13	1.11	1.08	1.08	-0.1	-3.3

Retail trade shows the substantial impact of the farm recession in Iowa in 1978, the grain embargo in 1979, and the national recession from 1980 to the present.

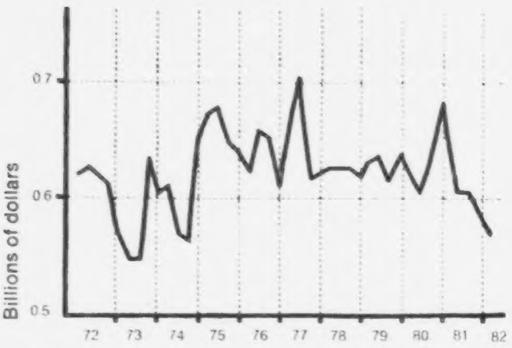
Shaded areas indicate recession periods.



Income
Non-Electrical Machinery Industry



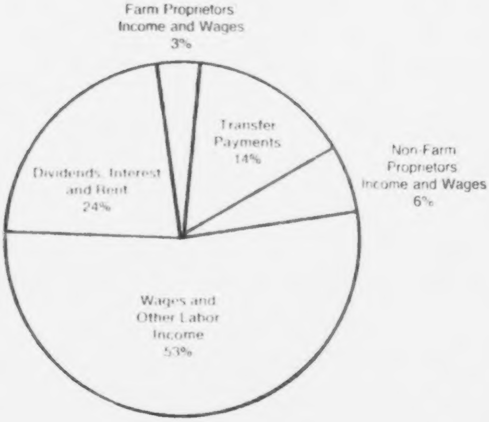
Income
Food and Kindred Products Industry



Major Components of the Iowa Economy

Most people are surprised to see that only 3 percent of Iowa's personal income is derived from farming. In 1949, farming accounted for 39 percent of Iowa's income. Of course, personal income from farming is only the tip of the iceberg. Much book value is associated with farm land value and with grain surpluses in storage. In addition, nearly one-third of Iowa's manufacturing workforce is employed in two farm-related industries — non-electrical machinery manufacturing (which includes farm and construction equipment) and food and kindred products manufacturing.

Income trends in those two industries are spotlighted above. While income from food production has been historically stable, the current $586 million for 1982:2 is down from a 1981:1 level of $675 million, reflecting the general decline in economic activity. Non-electrical machinery manufacturing shows a pattern of income decline that began in 1979, with the period of the Soviet Grain Embargo. In 1979:3, income in this industry in Iowa was up to $1.02 billion. In 1982:2, the income level had fallen to $.69 billion.



1983:1

Labor Market Information

JOB SERVICE OF IOWA

Iowa Labor Force Summary (in thousands)

	1981 Oct.	Nov.	Dec.	1982 Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Change From Sept. 82	Change From Oct. 81	Percent Change From Sept. 82	Percent Change From Oct. 81
Resident Civilian Labor Force	1,431.1	1,406.8	1,381.5	1,350.7	1,358.1	1,378.8	1,407.1	1,433.1	1,450.3	1,429.3	1,402.1	1,405.5	1,412.4	+6.9	-18.7	+.5	-1.3
Resident Unemployed	54.9	60.8	73.0	94.0	89.4	97.7	86.6	80.9	90.8	90.6	85.8	79.1	80.7	+1.6	+25.8	+2.0	+47.0
Percent Unemployed	3.8	4.3	5.3	7.0	6.6	7.1	6.2	5.6	6.3	6.3	6.1	5.6	5.7	+.1	+1.9	+.1	+1.9*
Change in rate	0	+.5	+1.0	+1.7	-.4	+.5	-.9	-.6	+.7	0	-.2	-.5	+.1				
Resident Total Employment	1,376.2	1,345.9	1,308.6	1,256.7	1,268.7	1,281.1	1,320.6	1,352.2	1,359.4	1,338.6	1,316.3	1,326.4	1,331.7	+5.3	-44.5	+.4	-3.2
National Unemployment Rate	8.0	8.3	8.8	8.5	8.8	9.0	9.4	9.5	9.5	9.8	9.8	10.1	10.4	+.3	+2.4	+.3	+2.4*

*Unemployment rate changes are in period-to-period differences in the rates. All others are in percentage differences.

Labor Force Information for Iowa is non-Current Population Survey data.

Average Hours and Earnings in Iowa

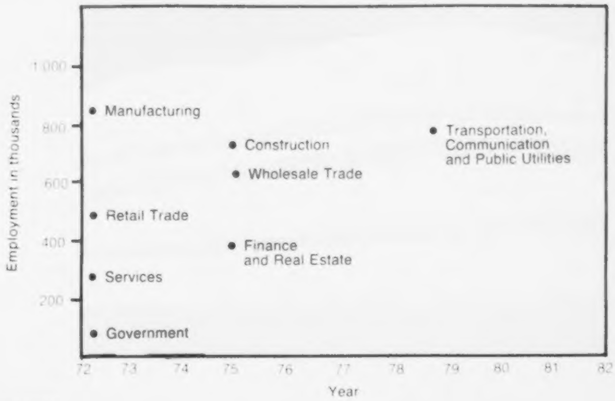
	Average Hourly Earnings					Average Weekly Hours				
	Oct. 1982	Sept. 1982	Oct. 1981	Percent change from Sept. 82	Percent change from Oct. 81	Oct. 1982	Sept. 1982	Oct. 1981	Percent change from Sept. 82	Percent change from Oct. 81
Total Nonagricultural	$ 7.63	$ 7.65	$ 7.47	-.3	+2.1	34.6	34.6	35.2	0	-1.7
Manufacturing	$10.10	$10.23	$ 9.86	-1.3	+2.4	38.8	39.1	39.7	-.8	-2.3
Durable Goods	$10.27	$10.41	$10.02	-1.4	+2.5	38.7	38.7	39.6	0	-2.3
Fabricated Metal Products	$ 8.77	$ 8.81	$ 7.77	-.5	+12.9	38.6	38.0	36.4	+1.6	+6.0
Machinery Except Electrical	$12.56	$12.64	$12.20	-.6	+3.0	39.2	39.3	39.9	-.3	-1.8
Electrical Equipment & Supplies	$ 9.26	$ 9.16	$ 8.70	+1.2	+6.4	38.2	39.3	39.7	-2.8	-3.8
Nondurable Goods	$ 9.88	$10.00	$ 9.62	-1.2	+2.7	38.9	39.6	40.0	-1.8	-2.8
Food & Kindred Products	$10.27	$10.28	$10.43	-.1	-1.5	39.9	40.4	41.0	-1.2	-2.7
Printing & Publishing	$10.19	$10.71	$ 9.22	-4.9	+10.5	38.1	39.5	38.0	-3.5	+.3
Nonmanufacturing	$ 6.88	$ 6.84	$ 6.62	+.6	+3.9	33.5	33.4	33.8	+.3	-.9
Contract Construction	$11.70	$11.65	$11.74	+.4	-.3	41.2	36.9	38.7	+11.7	+6.5
Transportation & Public Utilities	$10.21	$10.43	$ 9.69	-2.1	+5.4	40.5	40.6	40.5	-.3	0
Wholesale & Retail Trade	$ 6.16	$ 6.11	$ 5.89	+.8	+4.6	32.0	32.3	32.4	-.9	-1.2
Finance, Insurance & Real Estate	$ 6.35	$ 6.31	$ 5.96	+.6	+6.5	35.3	35.5	35.8	-.6	-1.4
Services	$ 5.83	$ 5.80	$ 5.57	+.5	+4.7	31.9	31.7	32.3	+.6	-1.2

Unemployment rates in Iowa during the past 13 months (Oct. 1981 - Oct. 1982) ranged from 3.8% to 7.1%. The 3.8% unemployment rate was recorded in October, 1981. Employment in Iowa follows many seasonal trends and October is one month when most industries are at their peak. The 7.1% unemployment rate occurred in March 1982. Employment during this time of the year is down due to the weather conditions in Iowa, which affect agriculture and construction employment. Layoffs in manufacturing industries have also contributed to the higher unemployment rates in 1982.

Earnings of production or nonsupervisory workers in Iowa during Oct. 1982 were $7.63 per hour and the average work week was 34.6 hours. Contract construction average hourly earnings totaled $11.70 per hour compared to a low average of $5.83 in the service industry.

Source: Audit and Analysis, Iowa Department of Job Service

Wage and Salary Employment in Iowa



Acknowledgements

Office for Planning and Programming
523 East 12th Street
Des Moines, Iowa 50319

Edward J. Stanek, Ph.D., Director
Harvey Siegelman, Senior Staff Economist
David M. Annis, Graphic Designer

Iowa Department of Job Service
1000 East Grand Avenue
Des Moines, Iowa 50319

Colleen Shearer, Director
Larry Venenga, Labor Market Analyst

Iowa Ag & Business Indicators

Labor Demand and Supply[1]

September, 1982

Service Area	Unfilled Openings	New Apps.	Service Areas	Unfilled Openings	New Apps.
Ames	181	362	Iowa City	265	634
Atlantic	69	267	Keokuk	8	186
Burlington	217	279	Marshalltown	150	659
Carroll	137	594	Mason City	130	1.591
Cedar Rapids	331	3.584	Muscatine	88	176
Centerville	6	33	Newton	13	431
Charles City	10	25	Oskaloosa	28	97
Clinton	156	289	Ottumwa	29	144
Council Bluffs	197	744	Sheldon	60	70
Creston	111	132	Shenandoah	85	102
Davenport	273	1.033	Sioux City	438	820
Des Moines	964	661	Spencer	146	328
Dubuque	191	479	Storm Lake	150	177
Fairfield	61	68	Waterloo	188	35
Fort Dodge	302	185	Webster City	50	43
Fort Madison	49	101			

[1] All new applicants and job openings listed with the Iowa Department of Job Service.

Consumer Price Index

	October 1982	October 1981
All Urban Consumers (1967 = 100)	294.1	279.9

Composite Construction Cost Index

	Sept. 1982	Sept. 1981
Composite Construction Cost Index (1967 = 100)	155.2	154.8

Business Data

	10/82	10/81	10 mos./82	10 mos./81
New Car Registrations	9,603	8,364	66,028	83,456
Iowa Savings & Loan ($000.000)				
Mortgage Loans	-33.4	-23.2	-88.4	25.6
Savings	-49.7	20.0	-38.8	-31.4
Work Force (000)	1,412.4	1,414.4	1,398.7	1,409.2
Unemployment	80.7	54.4	86.8	64.9
Rate (% of work force)	5.7	3.8	6.2	4.6
Employment	1,331.7	1,360.0	1,311.9	1,344.3

Value of New Dwellings ($000)

	11/82	11/81	11 mos./82	11 mos./81
Ames	$ 252.0	$ 0	$ 1,354.5	$ 927.0
Bettendorf	961.4	319.8	4,202.9	5,694.9
Burlington	0	50.0	1,474.0	1,999.4
Cedar Falls	39.1	126.8	3,562.9	3,431.9
Cedar Rapids	144.2	584.8	1,618.3	5,778.4
Clinton	0	0	163.0	1,139.0
Council Bluffs	135.2	271.4	3,404.8	949.5
Davenport	808.3	534.3	6,758.6	9,782.7
Des Moines	97.1	408.9	5,856.8	11,492.0
Dubuque	63.2	73.9	573.9	1,361.8
Fort Dodge	0	41.0	170.0	937.0
Iowa City	1,653.5	521.9	17,076.3	9,500.6
Keokuk	33.0	136.0	1,782.3	562.0
Marion	84.5	40.0	649.9	1,389.4
Marshalltown	29.0	0	840.0	709.0
Mason City	0	99.9	1,236.1	895.3
Muscatine	423.5	274.0	1,616.6	4,027.1
Newton	816.6	0	2,110.3	287.8
Ottumwa	35.0	40.0	1,523.0	1,004.0
Sioux City	39.2	38.8	2,390.8	1,163.0
Urbandale	580.1	154.3	4,125.0	1,847.8
Waterloo	224.3	410.7	2,538.5	8,306.3
W. Des Moines	310.2	794.9	4,713.8	5,560.5
TOTAL	$ 6,729.4	$ 4,921.4	$ 69,742.3	$ 78,746.4

Farm Retail Price Spreads

	Sept. 1982	Sept. 1981
Beef, Choice:		
Retail price (cts. lb.)	246.1	243.8
Net carcass value (cts.)	143.0	153.9
Net farm value (cts.)	132.6	142.8
Farm-retail spread (cts.)	113.5	101.0
Pork:		
Retail price (cts. lb.)	190.3	159.5
Wholesale value (cts.)	136.0	112.7
Net farm value (cts.)	99.9	78.3
Farm-retail spread (cts.)	90.4	81.2
Dairy Products:		
Retail cost (1967 = 100)	247.0	244.3
Farm value (1967 = 100)	262.0	266.8
Farm-retail spread (1967 = 100)	233.8	224.9
Eggs:		
Retail cost (1967 = 100)	175.2	188.8
Farm value (1967 = 100)	183.7	215.7
Farm-retail spread (1967 = 100)	162.9	149.8

Quarterly Periods

	1982		1981	
	I	II	I	II
Net Taxable Retail Sales ($000.000)	3.446	3.220	3.463	3.258
Personal Income ($000,000)	30.517	31.097	27,935	30.013

Stock Index

	Iowa*	Dow Jones Industrial
September, 1982	241.45	896.25
October, 1982	263.01	991.72
November, 1982	277.85	1,039.28

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Prices Received by Farmers

	11/82	10/82	11/81
Corn, bu.	$ 2.17	$ 1.99	$ 2.29
Soybeans, bu.	5.30	5.04	5.90
Oats, bu.	1.53	1.44	1.94
Hogs, cwt.	52.00	55.60	41.00
Beef cattle, cwt.	53.40	54.20	55.00
Calves, cwt.	58.70	58.50	58.10
Milk (whls), cwt.	13.50	13.40	13.50
Sheep, cwt.	14.20	15.30	23.00
Lambs, cwt.	48.30	48.80	45.90
Eggs (market), doz.	.43	.43	N/A
All hay, ton baled	52.00	51.00	53.00
Turkeys, lb.	.42	.44	.34

Average Prices Paid by Farmers

	11/15/82	11/15/81
Beef cattle concentrated, 32-36%	$ 12.40	$ 12.40
Hog feed, 38-42% protein	14.40	14.90
Soybean meal, 44% protein	12.00	12.50
Dairy feed, 16% protein	173.00	188.00
Poultry feed, layer ration	177.00	191.00

Commodity Feed Price Ratios

	11/15/82	11/15/81
Hog — corn[1]	24.0	17.9
Beef cattle — corn[1]	24.6	24.0
Egg — feed[2]	5.2	6.4
Milk — feed[3]	1.56	1.44

[1] Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.

[2] Pounds of laying feed equal in value to 12 eggs.

[3] Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

'Year's supply' gone in two weeks

Public service billboards promoting Iowa seemed like a good idea, but even officials at the Iowa Development Commission were surprised when 200 of the signs were ordered during the first two weeks of the program.

"When we stocked 200 of them, we figured we had a year's supply," said Tom Blackett, director of the IDC's Public Information Division.

The billboard posters were designed by the Public Information Division and are available free of charge. Outdoor advertising companies and local groups have been asked to display the billboards.

One billboard says: "Iowa, We do it better!" The other reads: "Volunteer Fever, Catch It! Iowa Community Betterment." The billboards began going up around the state in December.

The majority of the billboards have been requested by outdoor advertising companies. The orders have come from every part of the state, Blackett said. The billboard companies use the posters to fill unsold space or as a public service.

Community betterment groups from across the state also have placed orders. Both billboards were designed so civic and other groups can add their names to them.

The promotion campaign was designed to generate a positive feeling about the state among Iowans, Blackett said.

"When people who live within a state feel good about their home, out-of-staters figure he or she must know."

For more information on how to obtain billboards write: Public Information Division, Iowa Development Commission, 250 Jewett Building, Des Moines, Iowa 50309. ♣

Iowa
We do it better!
Iowa Development Commission

This billboard was posted in the Ottumwa area by Outdoor Graphics of Quincy, Ill. A billboard of the same design was posted in Atlanta during the Peach Bowl by the Iowa Development Commission. The billboard stood near the hotel where most of the University of Iowa fans stayed.

Foreign business inquiries

Call 515/281-3581 for more information

Cleaning cloth

A German firm has developed a scrub cloth which is said to be very effective in removing all types of stains and dirt from windows and other surfaces — for example, insect smears on cars. The firm wishes to license this product for manufacture in the United States. (G122-0228L)

Fryer processing

A German firm engaged in the manufacture of processing machinery for fryers is interested in a licensing agreement with a U.S. manufacturer. The machinery is suitable for industrial baking, frying and roasting processes, and it cuts the odors and pollution from such processes. (G122-0335L)

Insulation fastener

A German firm which has developed a fastener for use in installing insulation in homes, offices and industrial buildings is seeking to license its product for manufacture in the United States. The product is simple, made of zinc-coated sheet metal and fastened with a hammer. (G122-0434L)

Air dredger

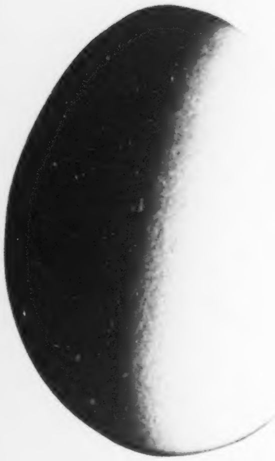
A German firm which manufactures a compressed air dredger (large scale) is seeking a U.S. partner capable of manufacturing the item and distributing it worldwide, except for Europe. An ideal partner would be a larger steel fabricating firm. (G122-0535J)

Vulcanization

A German firm specializing in rubber vulcanization of metal parts is seeking a U.S. partner for a joint-venture or reverse-licensing opportunity. The firm is active in the automotive, chemical and waste-water process industries. The firm's area of interest is in the Midwest. (G122-0635JL)

Steel structures

A German subsidiary of a Spanish engineering company is seeking to acquire technical know-how and advanced manufacturing methods from U.S. firms working in the same field. The firm is engaged in the construction, assembly, and erection of heavy steel structures, storage tanks, spherical gas holders, cryogenic tanks, pipes, conduits, distillation columns, steel skeletons for manufacturing plants, and other such items. The principal customers are chemical and petrochemical industries, machine-building industry power plants including nuclear, rolling mills, and other similar type construction. The firm has 3,000 employees and does 90 percent of its business in the Midwest. (G122-0799J)



Support for commodity check-offs

By Lynette Broders
Director, Agricultural Development and Promotion Division

Iowa's egg producers have an important decision to make in March—whether to continue the check-off system that funds the promotional efforts of the Iowa Egg Council.

Soybean producers will take part in a similar vote later this year.

We at the IDC fully support these producer self-help programs, as well as those for other commodities. Iowa's agricultural commodity organizations provide an important contribution to the state's economy, whether they're charged with promoting corn, beef, poultry, pork, dairy products, eggs or soybeans.

And the need for these market development programs is even greater today than it was in the past. With farmers' costs rising and the prices they receive falling, it's essential that demand is increased and new markets are created for Iowa's farm products.

The Iowa Egg Council, for example, works each year in three areas—consumer education, food service promotion and public relations.

The council has sponsored more than 1,000 demonstration days since its creation in 1973. High school and elementary school educational kits have been provided by the council. Last fall, the council responded to more than 650 requests from home economics teachers for up-to-date and accurate information about eggs.

The Iowa Egg Council has been active within the food service industry by providing demonstrations and promotions at restaurant and food service shows, as well as by supplying information to dieticians in hospitals, nursing homes and other congregate meal sites.

Public-relation efforts have included about 2,200 radio or television spots during 1982, all of them purchased through the Iowa Egg Council, the American Egg Board, or both. The state egg council provides news releases to more than 300 newspapers across the state.

The Iowa Egg Council's work is no minor task. Egg production is a $70 million industry in Iowa and provides many jobs for the state's residents. Iowa ranks 11th in the United States in production of shell eggs, and maintains a population of 8.1 million layer hens.

The vote on March 15 does not propose any changes in the current check-off of five cents per 30-dozen eggs. The egg check-off, by law, must be renewed every five years. Ballots will be available at the state's county extension offices.

While this vote and the votes on other commodities may seem routine, they're actually a key element in the success of commodity organizations. Farmers who by choice promote their products can do a much better job than anyone else can.

Iowa's system of agricultural commodity organizations was developed because farm leaders realized that strength can be found in numbers. That idea is as important today, if not more important, as it was when the commodity groups were established. ✣

Iowa
a place to grow

IDC DIGEST
February, 1983 Vol. XII-No. 3

IDC COMMISSIONERS

William H. Burger, chrm.	Waterloo
E. Thurman Gaskill, v. chrm.	Corwith
Donna Keppy, sec.	Wilton
Michael Dunn	Bettendorf
David B. Hinton	Des Moines
Robert H. Meier	Ottumwa
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David Swanson	Director
Doug Getter	Asst. to Director
Dave Schuetts	Administrative Services
Jim Blume	*Digest* Editor
Lynette Broders, Ag Development, Promotion	281-3459
Community Betterment	281-3536
Paul Wagner, European Office	
Ron Kraft, Industrial	281-3500
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Tourism conference set for April 6-7

The 1983 Iowa Governor's Conference on Tourism will be held April 6 and 7 at the Savery Hotel in Des Moines.

"This year's conference is especially significant because we're embarking on a big year in Iowa tourism," said Joe McGrath, president of the Iowa Travel Council.

Included on this year's program is an address by nationally recognized travel researcher Tom Davidson of New York, who will discuss his marketing plan for Iowa tourism and ways to foster cooperation between the private and public sectors. Ed Camara Jr. of Massachusetts, a nationally known consultant and tour packager, will conduct a workshop on tour packaging and group travel.

Other speakers and topics had yet to be selected as of press time.

Paul Comer, director of the Tourism and Travel Division for the Iowa Development Commission, said, "We hope to have all aspects of Iowa's travel industry represented at the conference. The meetings are open to everyone who is interested in promoting Iowa tourism and travel."

The conference is sponsored by the IDC and the Iowa Travel Council.

Registration for the conference will begin mid morning April 6, followed by a kick-off luncheon. The conference will end after the luncheon on April 7.

The advance registration fee is $40 per person. The deadline for advance registrations will be in mid-March. Registration after that deadline will cost $50. The registration fee covers the cost of the two luncheons, an evening banquet, conference materials and a wine-and-cheese reception. Guest tickets, for the banquet only, are available for $20.

For the first time, bus service to the conference will be available. Jefferson Bus Lines will provide bus service for conference participants from eastern Iowa. Arrow Stage Lines will provide the same service for western Iowans.

For more information and registration materials, contact the Tourism and Travel Division, Iowa Development Commission, 250 Jewett Building, Des Moines, Iowa 50309, 515/281-3100.

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Iowa Development Commission

Digest

March, 1983

High-tech comes into focus

Story on page 6

AVAILABLE BUILDINGS

PARTIAL LIST

This is not a complete list of all buildings available in Iowa. Due to space limitations, many smaller and special purpose facilities are not included here. For further information, please call 515-281-3921.

SQUARE FOOTAGE	COMMUNITY	FORMER USE
10,000	Rockwell City	Manufacturing
10,000	Charles City	Spec Building (new)
11,760	Manson	Sales/Service
12,000	Sioux City	Spec Building (new)
19,800 (2 buildings)	Mapleton	Sales/Service
20,000	Clinton	Spec Building (new)
20,000	Estherville	Spec Building (new)
20,000	Iowa Falls	Spec Building (new)
20,000	Maquoketa	Spec Building (new)
~~20,300~~ SOLD	~~Hawarden~~	~~Sales/Service~~
21,000	Corning	Spec Building (new)
21,205	Oskaloosa	Spec Building (new)
21,600	Storm Lake	Spec Building (new)
22,166	Mason City	Warehousing
22,500	Red Oak	Spec Building (new)
23,000	Lake Mills	Lt. Mfg./Warehousing
23,000	Waverly	Spec Building (new)
25,680	Albia	Lt. Mfg./Warehousing
29,400	Oelwein	Lt. Mfg./Warehousing
30,000	Marshalltown	Spec Building (new)
33,100	Eldora	Mfg./Warehousing
34,000	Hampton	Manufacturing
38,200	Dubuque	Manufacturing
40,000	Creston	Spec Building (new)
40,000	Fort Madison	Warehousing
44,348	Osceola	Lt. Manufacturing
51,772	Waterloo	Lt. Manufacturing
60,250	Davenport	Lt. Mfg./Warehousing
61,600	Cedar Rapids	Lt. Mfg./Warehousing
61,652	Burlington	Lt. Manufacturing
65,106	Ottumwa	Trng./Manufacturing
75,000	Davenport	Mfg./Warehousing
78,300	Fairfield	Manufacturing
81,260	Des Moines	Mfg./Warehousing
~~81,400~~ SOLD	~~Algona~~	~~Lt. Manufacturing~~
100,000	Cedar Rapids	Spec Building (new)
102,000	Des Moines	Lt. Mfg./Warehousing
120,000 (multi-bldg. complex)	Boone	Lt. Mfg./Warehousing
137,500	Centerville	Manufacturing
159,336	Mason City	Mfg./Warehousing
226,645	Camanche	Lt. Mfg./Warehousing
273,000	Fort Dodge	Manufacturing
655,000	Des Moines	Manufacturing

Help!

Experience has shown that as many as 80 percent of the industries looking for new plant locations in Iowa concentrate on communities which have one or more buildings available for occupancy. And this trend is certain to continue, with strict attention to costs forcing industries to seek sites with buildings already erected.

As a result, communities with speculative buildings, and those with vacant structures in good condition, are likely to receive the most new industries.

In order for the Iowa Development Commission to help industries locate new plants and bring in new jobs to your area, the staff needs to be informed as soon as possible about the assets of your community.

If you have an available building that is in good condition and is larger than 10,000 square feet, call 515/281-3389 and talk with the Industrial Division staff. It just might be the most important call you can make for your community's sake. ♣

New edition of 'Statistical Profile' now available

The *1983 Statistical Profile of Iowa* is now available from the Iowa Development Commission.

The 126-page book is a compilation of numbers and charts on nearly every facet of the state, from attendance figures at state parks to measurements of the Gross State Product. The figures for each area are the most current available.

In this year's edition, detailed census figures are broken down by county for the first time. Newly developed indicators of Iowa's economic health also are included.

The book will be mailed to public and school libraries throughout the state, as well as to government agencies, chambers of commerce, industrial development groups and associations. Copies are available free of charge on request.

For a copy write: Research Division, Iowa Development Commission, 250 Jewett Building, Des Moines, Iowa 50309. ♣

'Personal involvement' begins right away

Gov. Terry Branstad and William H. Burger of Waterloo, chairman of the Iowa Development Commission, talk during the chief executive's recent meeting with the IDC's commissioners.

Gov. Terry Branstad wasted no time in living up to his promise to become personally involved in Iowa's economic development.

In just the first two weeks of his term, Branstad visited three Iowa firms, met with the Iowa Development Commission staff and talked with the IDC's commissioners.

Iowa's new governor promised during his campaign to spend an average of a half-day a week with the IDC staff.

"You're probably going to see a lot of me," Branstad told the IDC staff. Branstad first spoke to the entire staff, and then met separately with the members of each division.

Corporate meetings

In late January, Branstad traveled with IDC Director David H. Swanson to meet with officials of ADM Corn Sweeteners in Cedar Rapids, John Deere in Moline and Massey-Ferguson in Des Moines.

The governor's office and the IDC had more such trips scheduled in February, and the practice is expected to continue in the coming months.

"The meetings are giving the governor a chance to sit down and chat with corporate executives about their concerns and problems," Swanson said.

Commissioners

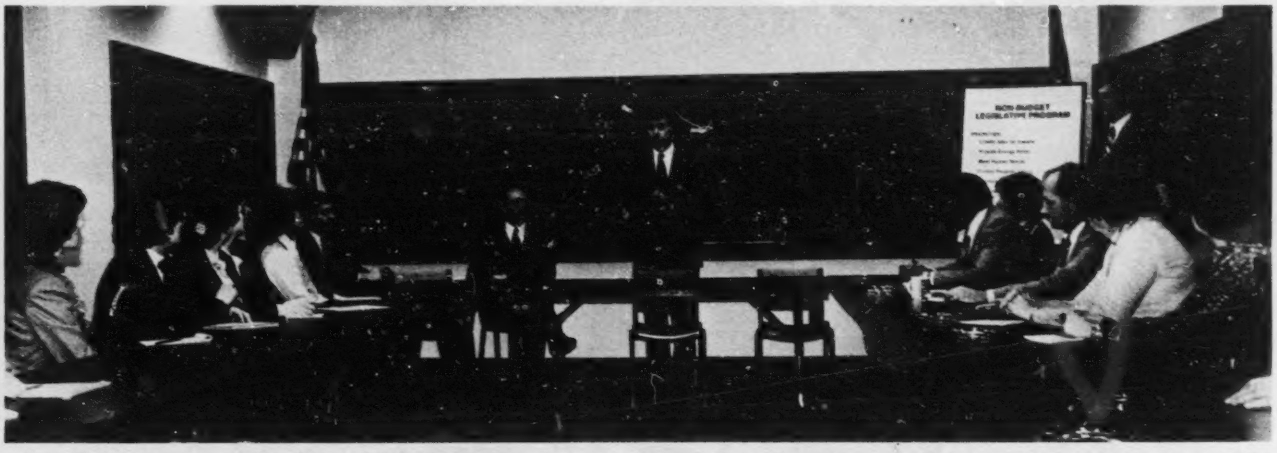
During his meeting with the commissioners, Branstad said he would be available to make calls or meet with industrial prospects who are considering plant sites in Iowa.

"A call from the governor can sometimes be a big factor in swaying a corporation to locate here," said Ron Kraft, director of the IDC's Industrial Division.

"Your job is the most important mission we have at this time in state government," the governor told the commissioners. "The development commission is absolutely essential to the success of this administration. We've got problems, but we've also got great opportunities."

Branstad said his goal of creating 180,000 jobs in the next five years is an "ambitious undertaking."

"We need your help. We need your ideas. We need your enthusiasm."



Branstad gives a pep talk to the staff of the Iowa Development Commission. The governor told the employees that he came to the IDC's offices to "tell you how important your mission is."

CALL ONE

Hundreds seek solutions to red tape

One caller asked about rules governing beauty shops. Another wanted to find out what he needed to know to open a bar. And then there was the caller who wanted to sell "frencils" — feather-topped pencils.

Those are just a few of the calls to the Iowa Development Commission's new CALL ONE business information service.

As of Jan. 31, four months after the service began, the CALL ONE staff had worked with 554 business clients.

"We're pleased that CALL ONE has drawn such a response," said Bob Kelso, program director. "The number of calls has been running far ahead of projections. The Legislature obviously helped fill a need when it created this program."

Through CALL ONE, Iowans interested in setting up new businesses, or expanding the ones they have, can call one toll-free telephone number to find out which licenses, permits or other registrations they'll need to open shop.

The service is designed to offer the public quick and easy access to state government, and is available to businesses of all sizes, from one-person operations to large industries.

Follow-up calls

"To test the effectiveness of the program, we've made follow-up calls to about half of the callers we've helped," Kelso said. "Eighty percent are continuing with their projects."

Although CALL ONE does not issue any licenses or permits, Kelso and assistant program director Fran Fleck are ready to respond to questions on any area of government that might affect a caller's business.

Simple questions get an immediate answer. For more complex inquiries, Kelso and Fleck check to determine which state or federal laws, or local ordinances, apply to the caller's situation. They then call back with the addresses and phone numbers needed to solve the problem.

A variety of subjects have been discussed to date, including restaurants, lounges, retail establishments, grocery stores, small manufacturing firms, word processing services, import-export operations, government bidding procedures, publications, calligraphy services, locksmiths and financial aid.

Initial calls

"Many of our initial calls were from people looking into in-home sales projects. In recent weeks, we've been getting more and more calls from clients with larger and more ambitious projects," Kelso said.

The calls have come from 178 Iowa communities, as well as occasionally from out-of-state.

The toll-free number for CALL ONE is 800/532-1216. In the Des Moines area, the numbers are 281-8310 or 281-8324. The address for CALL ONE is 250 Jewett Building, Des Moines, Iowa 50309. ❖

Taste and talk on fair agenda

Above: William H. Burger of Waterloo, chairman of the Iowa Development Commission, gives Eric Branstad, the governor's seven-year old son, an Iowa key chain during the recent Mini Food Fair. Below: Gov. Terry Branstad talks with Lowell Fagen of the Madison County Sheep Producers during the chief executive's stop at that commodity group's Mini Food Fair booth. Also participating in the sheep display was the Sheep Division of the Iowa Department of Agriculture.

Iowa commodity groups had a chance in January to show off their products to state leaders during the third annual Mini Food Fair at the Marriott Hotel in Des Moines.

During the food fair, the groups operated display booths promoting their products, booths that included plenty of samples. The 300 or so taste-testers included Iowa legislators, other elected officials and heads of state agencies.

The fair is planned and coordinated each year by the Agricultural Development and Promotion Division of the Iowa Development Commission.

The fair is a way for Iowa leaders to learn about the state's commodities and about the activities of the various promotion groups, according to Lynette Broders, director of the IDC's Agriculture Division. The fair, in turn, gives commodity group leaders a chance to get to know their state officials, she said.

The commodity groups participating in this year's Mini Food Fair were: the Iowa Beef Industry Council, Iowa Corn Promotion Board, Iowa Corn Growers Association, Iowa Dairy Products Association, Iowa Egg Council, Iowa Honey Producers, Iowa Poultry Association, Iowa Soybean Association, Iowa Soybean Promotion Board, Iowa Turkey Federation and the Sheep Division of the Iowa Department of Agriculture. ✣

Iowa's high-tech plans be

Former Gov. Robert D. Ray, in one of his last acts as the state's chief executive, named 16 people to a new Iowa High Technology Commission.

And Iowa's new governor, Terry Branstad, asked in his budget message for funds for the commission's operations.

The panel members named by Ray include officials from corporations, labor groups, universities, community colleges and state government.

Ray created the commission in response to a recommendation from the High Technology Task Force. That group recommended a series of steps late last year to promote the development of high-technology industries in the state. The new commission is charged with coordinating those efforts.

Part of IDC

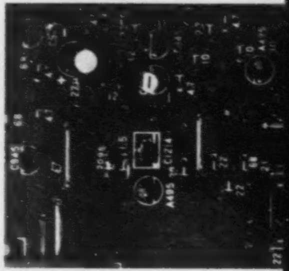
Ray asked that the High Technology Commission be allowed the use of staff support and assistance from the Iowa Development Commission. David H. Swanson, IDC director, was named the commission's chairman.

"We'll begin our work right away," Swanson said. "I feel this commission has an extremely important role to play in Iowa's future."

Ray said in an executive order creating the commission, "The nation's high rate of unemployment and sluggish economy require more effective use of scientific and engineering resources to generate economic growth.

"Economic projections indicate a high potential for growth in high-technology industries in the future . . . . The economic future of Iowa would be made more secure by a greater diversification of the economy into high-technology industries."

Nearly 35,000 Iowans already are employed in high-technology jobs, according to the task force's report.



'Natural haven'

"Iowa is a natural haven for high-technology jobs," Branstad said in his inaugural address.

Appropriating $100,000 for the commission's operations and $2 million for a research grant program

Government help is available for firms

Government help is available to companies interested in boosting their research efforts.

The U.S. Small Business Administration recently announced a program to increase small businesses' share of federal research contracts. In addition, the National Science Foundation sponsors grants for cooperative research projects between industries and universities.

Such research is important in Iowa because it's a key to the state's push for high-technology development, according to David H. Swanson, director of the Iowa Development Commission.

"The more research done by existing firms, the more chance we have of attracting high-technology companies," said Swanson, who also is the chairman of the Iowa High Technology Commission.

Small businesses

The SBA's program is tied to the Small Business Innovation Development Act which went into effect last fall. The act requires federal agencies with large research and development budgets to award a fixed, minimum percentage of that money to small firms.

"The act means that small, high-technology firms will receive more federal research and development awards than before," according to an SBA brochure. SBA estimates that up to $45 million will be awarded during the first year of the program, with a tenfold increase in that amount by 1988.

The new program will "stimulate technological innovation, encourage small science and high-technology firms to participate in government research, and provide incentive for the conversion of research results into commercial applications," according to the SBA.

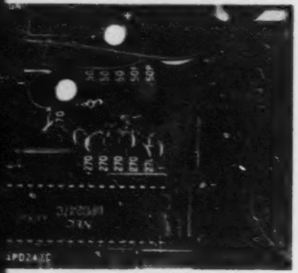
The act requires participating federal agencies to create Small Business Innovation Research Programs. The agencies must publish solicitations that describe their research needs. The SBA publishes a master schedule of these solicitations and maintains a file of small firms capable of doing research for the federal government. The firms, however, should submit their research proposals directly to the appropriate agency.

Information about the small business innovation program can be obtained by writing: SBIR, U.S.

gin to take shape

would "show we mean business when we talk high-tech," Branstad said in his budget message.

The research challenge grants would be for high-technology industrial and agricultural research. The grants would be allocated among the state's educational institutions by the High Technology Commission "in a manner that best supports high-tech development," according to the governor's plans.



Branstad also recommended creating a special tax credit for research expenditures and making industrial revenue bonds available for construction of research and development centers.

"I think the reception's been really good," Branstad said of the legislative reaction to his high-technology proposals. The governor said he had heard some skepticism of the promise of high-technology development in Iowa.

"We have a long way to go, but we've got some good things going for us," he noted.

Specific duties

Specific duties of the High Technology Commission include: providing leadership in the establishment of research and development centers for high technology; coordinating and stimulating the IDC's high-technology promotion efforts; ensuring development of an effective mechanism to transfer research information to Iowa's existing industry; encouraging the financing of technology and research by business and government; receiving and disbursing funds from public or private sources to further the development of high-technology in Iowa.

Branstad also asked for $150,000 in appropriations to the IDC to fund high-technology promotion and for $50,000 to the High Technology Commission for the development of a mechanism that would improve communication between academic researchers and business people.

Members

Members of the commission, besides Swanson, are:

- Joseph Borgen, president of Des Moines Area Community College.
- J. L. Churchill, president of Rockwell International Avionics Group.
- James O. Freedman, president of the University of Iowa.
- Donald Gibson, vice president and general manager of Westinghouse Information Services.
- Charles Gifford, international representative for United Auto Workers.
- Robert A. Hanson, chairman of Deere and Co.
- James M. Hoak Jr., president of Heritage Communications Inc.
- Theodore A. Johnson, president of J-Tec Associates Inc.
- Mavis Kelley of the Iowa Department of Public Instruction.
- Thomas A. Mefferd, president of Positech.
- Rex Montgomery of the University of Iowa College of Medicine.
- W. Robert Parks, president of Iowa State University.
- Donald Rowen, executive vice president of the Iowa Federation of Labor.
- John Ruan, chairman of The Ruan Companies.
- Thomas N. Urban, president of Pioneer Hi-Bred International. ✣

---

ith research interest

Small Business Administration, 1441 L Street NW, Washington, D.C. 20416.

Cooperative grants

To be eligible for the National Science Foundation's cooperative research grants, projects should incorporate strong and active collaboration between university and industrial researchers.

Science foundation funds are not intended to substitute for money that firms normally would commit for research, but to provide for new and expanded cooperative research programs with universities.

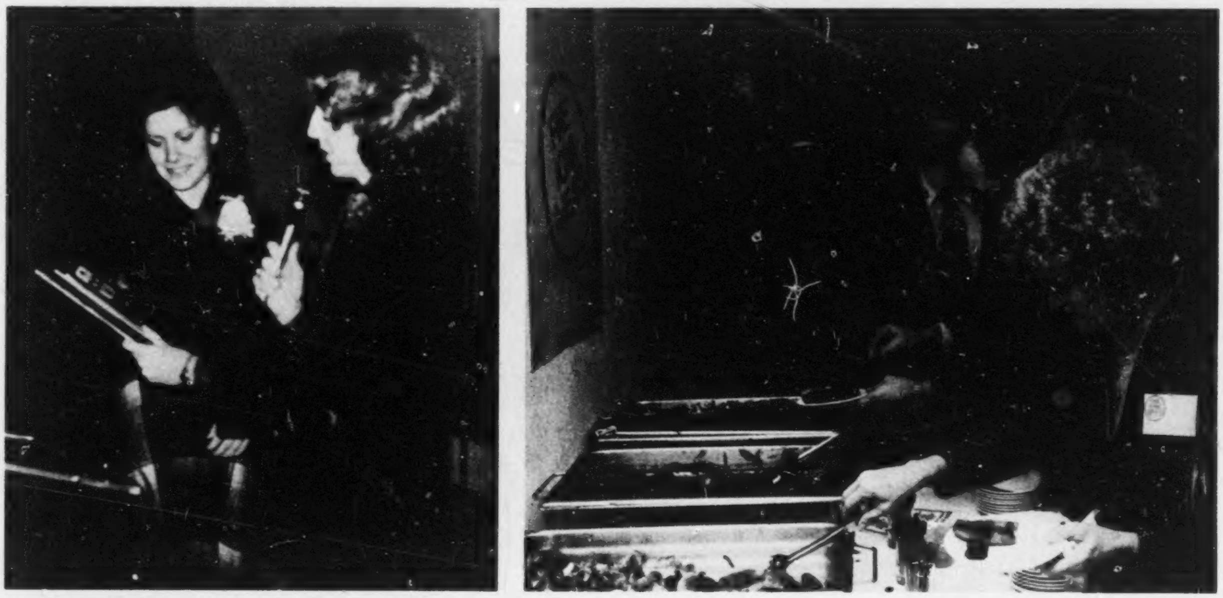
A small business must share at least 10 percent of the firm's cost of participation. For other businesses, a minimum of 50 percent of the firm's cost of participation must be provided by the firm.

The research for these grants should focus on fundamental scientific and engineering questions, not on commercial product development. The results of successful research must be published in open scientific and engineering literature. If invention does occur in the course of the research, the university and industrial participants may obtain patent rights.

Grant proposals should be prepared jointly by academic and industrial researchers.

General inquiries concerning the cooperative research grants should be directed to either Frederick Betz or Alex Schwartzkopf, Industry/University Cooperative Research Projects Program, National Science Foundation, Washington, D.C. 20550, 202/357-7784 or 202/357-7527. ✣

Iowa meats promoters reunite



Farm couples and others who have traveled across the nation in the past 12 years to promote Fine Iowa Meats gathered for a reunion in January. Left: Lynette Broders, director of the Agricultural Development and Promotion Division for the Iowa Development Commission, presents a plaque to 1982 Iowa Pork Queen Marita Borman for her work in the Fine Iowa Meats program. Right: Elaine Hofer of DeWitt samples some of the food at the reunion.

Dubuque steamboat shares in national gift

Paint given to Iowa travel attraction

The Fred W. Woodward Riverboat Museum in Dubuque recently accepted shipment of 1,210 gallons of free paint from Rust-Oleum Corp. of Vernon Hills, Ill., for use in continued restoration of the William M. Black steamboat.

The Dubuque County Historical Society was selected along with 91 other organizations in the nation to share in Rust-Oleum's $1 million contribution to the National Trust for Historic Preservation of Washington, D.C. The Rust-O-Crylic paint given to the Dubuque museum is valued at $25,000.

"This is an example of the kind of public-private cooperation all Iowa's tourism attractions should seek," said Paul Comer, director of Tourism and Travel for the Iowa Development Commission.

In presenting the gift, Michael Hobor, Rust-Oleum's corporate vice president for marketing and sales, said, "Rust-Oleum hopes to further the cause of historic preservation by helping to protect the things we all care about. We believe that preservation is good business. We challenge other corporations to find innovative ways to support preservation efforts at both the local and national levels."

The paint received in Dubuque is more than enough to paint the entire William M. Black, a 277-foot steamboat moored at the Riverboat Museum at Dubuque's Ice Harbor, according to museum director Jerry Enzler.

Iowa Ag & Business Indicators

Compiled by the Iowa Development Commission

Labor Demand and Supply[1] October, 1982

Service Areas	Individual Placements	New Applicants & Renewals	Service Areas	Individual Placements	New Applicants & Renewals
Ames	209	607	Iowa City	248	912
Atlantic	272	311	Keokuk	43	387
Burlington	143	886	Marshalltown	341	951
Carroll	193	471	Mason City	254	951
Cedar Rapids	445	2,347	Muscatine	32	375
Centerville	101	430	Newton	577	697
Charles City	26	188	Oskaloosa	104	376
Clinton	210	1,044	Ottumwa	92	658
Council Bluffs	335	1,324	Sheldon	52	177
Creston	82	360	Shenandoah	114	397
Davenport	341	2,596	Sioux City	485	2,005
Des Moines	814	3,995	Spencer	100	515
Dubuque	236	2,449	Storm Lake	104	343
Fairfield	76	425	Waterloo	467	3,504
Fort Dodge	263	822	Webster City	109	309
Fort Madison	47	257	STATEWIDE	7,111	31,088

[1] All new applicants listed with the Iowa Department of Job Service.

Consumer Price Index

	Nov., 1982	Nov., 1981
All Urban Consumers (1967 = 100)	293.6	280.7

Composite Construction Cost Index

	Sept. 1982	Sept. 1981
Composite Construction Cost Index (1967 = 100)	155.2	154.8

Business Data

	11/82	11/81	11 mos./82	11 mos./81
New Car Registrations	7,276	N/A	73,304	83,456
Iowa Savings & Loan ($000,000)				
Mortgage Loans	-11.4	-13.2	-99.8	12.4
Savings	-37.3	-9.2	-76.1	-40.6
Work Force (000)	1,386.6	1,389.5	1,397.6	1,407.4
Unemployment	86.8	60.2	86.8	64.5
Rate (% of work force)	6.3	4.3	6.2	4.6
Employment	1,299.9	1,329.3	1,310.8	1,342.9

Value of New Dwellings ($000)

	12/82	12/81	12 mos./82	12 mos./81
Ames	$ 105.0	$ 50.0	$ 1,459.5	$ 977.0
Bettendorf	200.2	686.7	4,403.1	6,381.6
Burlington	0	0	1,474.0	1,999.4
Cedar Falls	206.0	0	3,768.9	3,431.9
Cedar Rapids	69.5	72.7	1,687.8	5,851.1
Clinton	0	250.0	163.0	1,389.0
Council Bluffs	111.5	255.5	3,516.3	1,205.0
Davenport	577.4	475.2	7,336.0	10,257.9
Des Moines	221.6	3,782.5	6,078.4	15,274.5
Dubuque	0	0	573.9	1,361.8
Fort Dodge	0	0	170.0	937.0
Iowa City	1,412.6	366.4	18,488.9	9,867.0
Keokuk	0	35.0	1,782.3	597.0
Marion	0	0	649.9	1,389.4
Marshalltown	0	0	840.0	709.0
Mason City	54.1	3.0	1,290.2	898.3
Muscatine	419.5	42.0	2,036.1	4,069.1
Newton	0	0	2,110.3	287.8
Ottumwa	0	25.0	1,523.0	1,029.0
Sioux City	0	82.6	2,390.8	1,245.6
Urbandale	163.1	0	4,288.1	1,847.8
Waterloo	0	268.8	2,538.5	8,575.1
W. Des Moines	255.9	424.5	4,969.7	5,985.0
TOTAL	$ 3,796.4	$ 6,819.9	$ 73,538.7	$ 85,566.3

Leading States for Farm Marketing ($Mil.)

	Livestock & Products		Crops		Total	
	9 mos/82	9 mos./81	9 mos./82	9 mos./81	9 mos./82	9 mos./81
U.S.	$52,391.7	$51,226.1	$49,773.0	$46,678.4	$102,164.9	$97,904.4
IOWA	4,542.0	4,240.4	3,640.9	3,319.8	8,182.9	7,560.2
California	3,172.1	3,210.4	6,032.6	5,754.2	9,204.7	8,964.6
Texas	4,368.4	4,045.2	3,159.0	3,123.0	7,527.4	7,168.2
Illinois	1,812.5	1,686.3	4,045.5	3,771.5	5,858.0	5,457.8
Nebraska	2,976.0	2,461.2	2,260.2	1,670.9	5,236.2	4,132.1
Minnesota	2,601.2	2,523.1	2,308.3	2,198.2	4,909.6	4,721.4
Kansas	2,640.6	2.561.3	2,019.8	1,586.9	4,660.4	4,148.2
Wisconsin	2,943.6	3,156.7	759.1	718.0	3,702.7	3,874.7
Florida	756.8	768.2	2,419.3	2,274.0	3,176.1	3,042.2

Quarterly Periods

	1982		1981	
	I	II	I	II
Net Taxable Retail Sales ($000,000)	3,446	3,220	3,463	3,258
Personal Income ($000,000)	30,517	31,097	27,935	30,013

Stock Index

	Iowa*	Dow Jones Industrial
September, 1982	241.45	896.25
October, 1982	263.01	991.72
November, 1982	277.85	1,039.28

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Prices Received by Farmers

	12/82	11/82	12/81
Corn, bu.	$ 2.20	$ 2.09	$ 2.30
Soybeans, bu.	5.34	5.20	5.88
Oats, bu.	1.71	1.64	1.97
Hogs, cwt.	53.10	52.20	39.10
Beef cattle, cwt.	52.70	53.90	51.20
Calves, cwt.	57.20	58.80	57.40
Milk (whls), cwt.	13.80	13.60	13.60
Sheep, cwt.	13.90	14.10	23.40
Lambs, cwt.	45.00	47.50	46.70
Eggs (market), doz.	.41	.43	.47
All hay, ton baled	52.00	52.00	55.00
Turkeys, lb.	.31	.42	.29

Average Prices Paid by Farmers

	12/15/82	12/15/81
Beef cattle concentrated, 32-36%	$ 12.50	$ 12.80
Hog feed, 38-42% protein	14.70	15.00
Soybean meal, 44% protein	12.00	12.50
Dairy feed, 16% protein	180.00	181.00
Poultry feed, layer ration	135.00	205.00

Commodity Feed Price Ratios

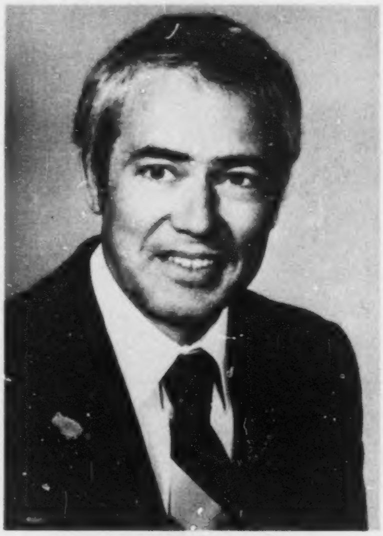
	12/15/82	12/15/81
Hog — corn[1]	24.1	17.0
Beef cattle — corn[1]	24.0	22.3
Egg — feed[2]	4.8	4.9
Milk — feed[3]	1.53	1.50

[1] Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.

[2] Pounds of laying feed equal in value to 12 eggs.

[3] Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

Director named for Community Betterment



Ralph Schlaefle

Ralph Schlaefle has been named director of the Community Betterment Division for the Iowa Development Commission. Schlaefle assumed his new duties on Feb. 1.

Since 1979, Schlaefle has been a regional manager in the IDC's Industrial Division. His responsibilities included maintaining contact with Midwestern industrial firms and with Iowa's local development corporations.

"Ralph has the kind of broad-based background in economic development that's needed in the community betterment program," said IDC Director David H. Swanson.

Prior to joining the IDC, Schlaefle worked in economic development at the community and state level for more than 10 years. Schlaefle attended Washburn University in Topeka, Kans., and completed course work at the Industrial Development Institute in Norman, Okla.

Schlaefle replaces Paul Comer, who in January became the director of the IDC's Tourism and Travel Division. The Community Betterment Division works to encourage community improvement projects by overseeing the Iowa Community Betterment program.

◆

Arts mean big dollars to Iowa

The arts a big business in Iowa? Yes, according to a study commissioned by the Iowa Arts Council.

The arts were directly responsible in 1981 for contributing more than $38 million to the state's economy, the study indicated, proving that culture is yet another part of Iowa's diversified economy.

The study was conducted by the Institute of Urban and Regional Planning at the University of Iowa.

Researchers developed the direct-expenditure figure by surveying various arts organizations, artists and arts-related institutions in the state.

The indirect impact on the economy of this spending also was determined — through the application of various economic multipliers. E. Anne Larson, director of information for the Iowa Arts Council, said indirect impact was estimated at $44 million. The combined effect, direct and indirect, of the arts on the Iowa economy in 1981 was about $82 million, Larson said.

This study is the first of its type for the arts in Iowa, Larson said, and more may follow.

◆

Foreign business inquiries

Call 515/281-3581 for more information

Safety nuts

A German manufacturer of industrial safety nuts is interested in a licensing arrangement with a U.S. producer of similar products. Established in 1946, the firm has developed a spring element that results in optimum securing properties once the nut is tightened. Opportunity exists for the U.S.-made product to be exported into other markets. **(G13-1534JL)**

Cooking ranges

A reverse licensing opportunity exists with a German team that has developed a safety device for cooking ranges. This mechanism lowers electric range heating elements, preventing a continuation of heating after the range has been switched off. Patents are pending in several European countries and a U.S. patent will be applied for in the near future. **(G13-1636L)**

Bread

A Finnish manufacturer of a bread called Pirogge toast wishes to participate in a joint venture with its German importer and a U.S. bakery that is capable of manufacturing and distributing the product. The toast is considered a health food; the toast contains all natural ingredients. The preparation of the product calls for some manual labor. An estimated 15 to 20 employees would be needed. The Finnish partner would supply the necessary equipment for mixing and cutting the individual breads, while the German importer has excellent marketing capabilities. **(G122-0920J)**

Mineral water

A French firm is interested in finding a joint-venture partner in the United States. The firm is interested in establishing a plant or taking control of an existing facility for the bottling and selling of mineral water in the United States. The French company has advanced technology and product knowledge in the mineral water field. It is looking for an opportunity to apply its knowledge in the United States through investment. **(F13-1720AJ)**

◆

STATE OF IOWA
STATE OF IOWA
CALL ONE

Dave Schuetts, director of administrative services for the Iowa Development Commission, distributes literature and answers questions during Gov. Terry Branstad's inaugural open house at the State Capitol.

Small-business agency offers pre-export credit guarantees

A new loan program to boost small-business export activity has been announced by the U.S. Small Business Administration.

Through the program, SBA guarantees up to 90 percent of a bank line of credit to a small-business exporter.

The proceeds of the guaranteed line of credit can be used to finance labor and materials that are needed for manufacturing or wholesaling export goods. The proceeds also can be used to penetrate or develop foreign markets.

Examples of eligible expenses are: professional export marketing advice or services, foreign business travel, and trade show participation. Funds may not be used to pay existing obligations, nor to purchase fixed assets. Other SBA programs can be used for those needs.

An applicant may have other SBA loans in addition to the guaranteed line of credit for exports, as long as the total outstanding balance of all such loans does not exceed $500,000 for SBA's share.

Details on the new initiative, called the Export Revolving Line of Credit program, can be obtained at SBA district offices in Cedar Rapids and Des Moines. ✣

International trade exhibitions

- ALI-PAK '83. Food Processing and Packaging Equipment Exhibition, Mexico City, June 14-17, 1983.
- WELDEX '83. Welding, Cutting and Metal Fabrication Exhibition, Birmingham, England, September 12-16, 1983.
- MACHINETOOL INDONESIA '83. Second International Machinetool Metalworking and Allied Industries Exhibition, Jakarta, Indonesia, December 6-10, 1983. ✣

Iowa
a place to grow

IDC DIGEST
March, 1983 Vol. XII-No. 4

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A film crew working on a documentary about the Midwest for the National Geographic Society recently shot some scenes at the Iowa State University Meat Laboratory. Cameraman George Rosenberg and director Gerard Issembert look on as an ISU graduate student participates in an experiment that tests the effects of food color on appetite. As part of the experiment, shades of red and green were cast on hot dogs.

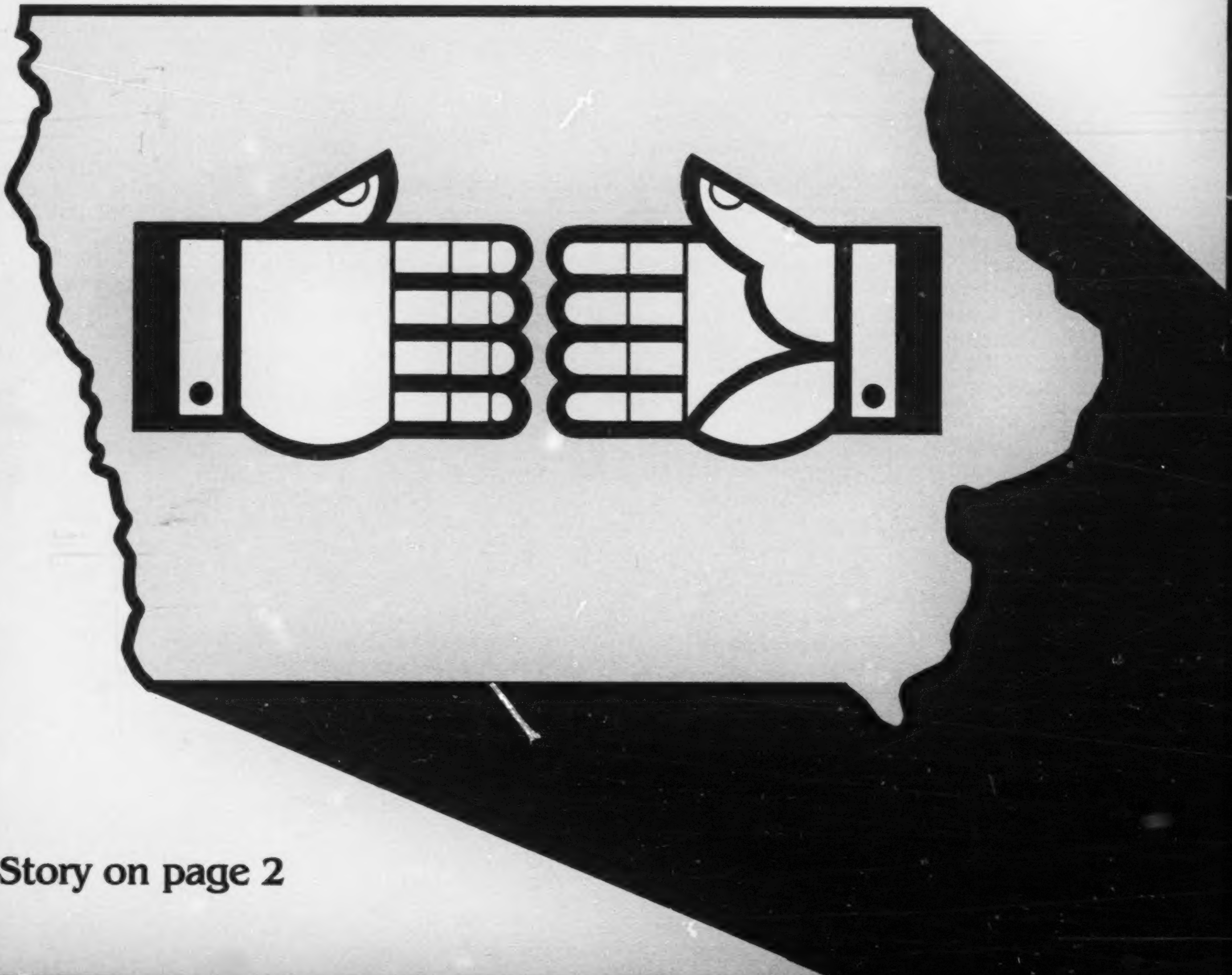
4/25/83 S 2780 - 2 A

Iowa Development Commission

Digest

April, 1983

The anatomy of one town's bid for jobs



Story on page 2

Above photos, from left: Gary Thompson, Mike Miltner and Austin Turner, all of Corning, speak during the Iowa Development Commission's industrial conference.

The keys to attracting industry

Corning finds ways to bring jobs to town

States and cities throughout the nation are scrambling to save jobs and attract industries.

The competition is fierce. The tough times have lent an element of urgency to industrial development. Those who don't get in the race soon, some say, may never catch up. The cost to the non-entrants could be devastating.

What follows is the story of how one Iowa community brought jobs to its residents. Three members of the Adams County Industrial Development Corporation recently told a gathering of Iowa's community leaders what they did to attract a 200-worker industry to Corning, a southwest Iowa town of fewer than 2,000 people. They spoke during a February conference sponsored by the Iowa Development Commission's Industrial Division.

Corning certainly is not the only success story among Iowa communities. This example is presented here because it's illustrative of the persistence and finesse the task requires.

The story begins 12 years ago. Corning's leaders gathered in 1971 to size up their community's needs and to map strategy for making the town appealing to industry.

Adams County had lost 15 percent of its population between 1960 and 1970. The number of people in the county had dropped nearly 30 percent since 1950. Fewer than 6,500 people lived in the entire county, Iowa's smallest, a dubious distinction Adams County still holds.

"For 40 years we wandered in the wilderness waiting for industry to drop down on us," said Austin Turner, president of the local development corporation. "It didn't happen."

During the 1970s and early 1980s, Corning officials worked to improve the city's streets, downtown area and utilities. The local hospital was remodeled and the town library was expanded. Local residents gave 89 percent approval to a school bond issue.

Meanwhile, local leaders set about improving the community's image among its residents. The campaign was a two- to three-year effort, according to Gary Thompson, vice president of the development group, and it included a series of articles in the local newspaper discussing why Corning needed industry.

Such support would prove paramount throughout the 10-year effort. Four local fund drives had to be held to raise hundreds of thousands of dollars, the first two coming just a few years after the effort began.

First, money was needed to buy and develop land for an industrial park. Of the $750,000 required for the job, more than $100,000 was raised through a local fund drive.

Later local leaders decided an available building was needed on the industrial site to catch the eyes of prospects. Again local business people were asked to contribute, and the 21,000 square-foot "spec building" was completed.

Despite the success of those first two fund drives, the community's residents had yet to see any returns. "For a while, there, we were on the edge of tar and feathering" because of the constant money pleas, joked Thompson.

Industry locates

Finally in 1978, seven years after the effort began, the first industry came. Easy Heat Wirecraft bought eight acres in the industrial park.

Lazy Ike decided on Corning about the same time.

The leaders then decided: "Let's go for something big," Turner said. The community worked with the Burlington-Northern railroad, whose main-line tracks run through Corning, to build a rail spur into the industrial park.

Again a local fund drive was necessary. Nearly 40 percent of the $650,000 needed was raised locally.

The first sign that the move to attract "something big" would pay off came in 1980. UARCO Inc., a business forms company, paid a visit to Corning, talking of a plant that could potentially employ almost 200 workers. It took a year-and-a-half and 12 visits but UARCO eventually decided Corning was the right place.

Competition

The company started its search by looking at 30 towns in Kansas, Missouri, Nebraska and Iowa. UARCO didn't return to Corning for six months, but after the third trip the company had narrowed its choices to four towns in two states and Corning was still in the running.

"For years we didn't realize the competitiveness," Turner said. "It's just unbelievable until you get into it." Members of local development groups should be willing to give 10 to 25 hours a week to the task of seeking industry, Thompson said.

The initial attraction that brought UARCO to Corning was the spec building, even though the firm eventually decided it needed a bigger facility.

"I'm a big proponent of spec buildings," Turner said. "I'm not sure what we'd do if we ever sold ours."

Corporate officials were filled with questions during each of the visits. The company's representatives asked about labor availability, wage rates, building sites, waste disposal, water pressure, soil composition, construction costs and utility rates.

"Detail is very, very important," Turner said. The local city council, board of supervisors and utilities must be allies in an industrial development effort because prospective companies want quick answers to their questions, he added.

When the top company executive came to Corning, "we really worked on him." Turner said. A luncheon was held at the local country club featuring white tablecloths and crystal, and a menu of filet mignon and wine. The city's leaders in industry, education and government were invited.

During the visits, Corning officials emphasized the aspects of their community that couldn't be found in any other town. "You want them to remember you," Turner said. A specific agenda for each visit was drawn highlighting the types of information the corporate visitor would be seeking. A slide presentation depicting Corning was shown.

UARCO began by looking at 30 towns in four states

Thompson said Corning officials always tried to learn the ages and interests of the visitors before they arrived. "If he was a fisherman, then we made sure there was someone on the contact committee who was also a fisherman."

The tours of the community were plotted specifically, said Mike Miltner, secretary of the development corporation. The tours were timed beforehand, and someone was always on hand during the trips to point to a map so the prospects knew where they were, Miltner said.

"The important thing is to take charge of the situation," Turner said.

By this time it was apparent that Corning was the first choice. But low water pressure to the industrial site posed a problem, as did the lack of a secondary water source. Local officials were told the needed improvements, as well as some additional site development, would cost $650,000.

It was thought that a federal Urban Development Action Grant would do the trick. Local officials started the work, gathering the paperwork and visiting federal offices in Kansas City.

But their time turned out to be wasted. A UARCO vice president came to visit Corning and said the company was not interested in a UDAG grant. He told town officials that it would cost UARCO $500,000 more to locate in Corning than it would if the company chose Corning's chief competitor in another state.

Turner and the vice president discussed various proposals. Turner said he offered to raise $250,000 locally if the company was willing to put up the other $250,000. The UARCO executive first thought he was joking, Turner said.

The executive eventually took Turner up on the offer, upping UARCO's share to $300,000. Still, he left doubting Corning's ability to raise another $200,000, Turner said.

(Cont. on page 10)

Eight cities win awards

Eight Iowa communities with winning examples of industrial site information were honored in February at the Iowa Development Commission's industrial development conference.

Boone, Cedar Rapids, Marion and Spencer were presented plaques by Gov. Terry Branstad for their winning entries in the over-10,000 population category. Branstad presented awards to Eagle Grove, Greenfield, Humboldt and Sioux Center in the under-10,000 population category.

Spencer and Sioux Center were repeat winners, having also received awards in 1982, the first year the IDC sponsored the competition.

"The reason for having the competition is to help Iowa communities learn how to present clear and usable industrial site information to prospects," said Mervyl Olsen, assistant director for domestic in the IDC's Industrial Division. "A community might have the perfect industrial site for a company looking at Iowa to locate or expand, but the company will never learn that if pertinent information isn't available."

The winners were chosen from a field of 29 communities. The criteria used by the panel of judges, representing Iowa's development community, were: the quality of the information, its readability and the completeness of the entry. ◆

Marketing push would mean $160 million return

Tourism could be big in Iowa

Iowa could attract nearly $160 million from out-of-staters if the state committed itself to a five-year tourism promotion campaign, according to a marketing plan written for the Iowa Travel Council, a group representing all major sectors of the state's tourism industry.

The effort would cost about $1.5 million per year, but that investment would be offset by increased tax revenues to state and local governments during the five-year period, said Tom Davidson, president of the internationally recognized travel research firm which prepared the plan.

"Tourists' expenditures create jobs, generate income and generate state and local tax revenue," Davidson's report said. "This plan is intended to raise all of these."

'Not easy'

"It's not going to be easy," said Joe McGrath of Des Moines, president of the travel council. "Everyone's looking for the tourists' dollars. The reason they are is that it's dollars earned elsewhere and spent here without many of the major improvements you need for other types of economic growth. You don't have to have tax abatements and tax incentives to create these kinds of jobs. All you have to do is market your product."

The marketing plan recommended a series of steps to counter Iowa's non-tourism image.

Research that Davidson performed last summer for the Iowa Development Commission found that Iowa ranks low on the list of places out-of-staters are likely to visit. Based on the research, Davidson concluded, "The problem is not rejection as much as it is failure to even consider Iowa. It's not: 'Don't go there.' It's: 'I wouldn't think of going.'"

The marketing plan suggested the state be sold as a place that offers travelers brief breaks from their routines. The campaign should focus on travelers with younger children, travelers older than age 50 and travelers passing through Iowa on their way somewhere else.

"This positioning will build on the strengths of friendly people and traditional values. It will directly attack the concern that there is nothing to do in Iowa and will focus on the many events that occur in Iowa," the plan noted.

Story to tell

"The idea is not to try to sell what you're not, when in fact there is a very real story to tell," Davidson said when he presented the report to the travel council members.

"We're not the mountains, we're not the seashore," said McGrath. "But what we do have is something that is very desirable for certain target groups. We are a place where people can get away from the hassles of their everyday life. They can experience some rejuvenation and relaxation, and at the same time have a no-hassle visit that is interesting and exciting."

McGrath gave a long list of assets the state could market, including quality outdoor activities, ethnic festivals, community celebrations and historical sites.

"What's needed is a unified effort promoting the entire state of Iowa," McGrath said. "You really have to get people convinced about Iowa before you can get them convinced about an individual attraction or an individual city within the state."

The measures urged by the report include: drafting and distributing improved brochures, purchasing media advertising, increasing public relations and stepping up work with tour operators and travel agents.

Million visitors

Davidson's report estimates that if those steps are taken, 1.25 million people could be attracted to Iowa between 1984 and 1988 who otherwise would not have visited the state.

"There is a lot to do. There is a good reward for doing it," Davidson said. "If we all work at it together, it can be done."

Travelers spent $1.6 billion in Iowa in 1981, according to the U.S. Travel Data Center. That figure includes travel for business, pleasure and family reasons by both residents and non-residents. Their spending directly supported 51,500 jobs and contributed nearly $70 million to state and local tax revenue.

The State of Iowa currently spends about $378,000 a year promoting tourism. That budget ranks 48th out of 49 states. (Nevada did not report.) Only Kansas ranks lower than Iowa in its tourism spending. The average budget for tourism promotion, in fact, is $2.6 million, according to the U.S. Travel Data Center.

The average full-time staff for tourism promotion in the United States is 30 workers, compared to the development commission's full-time tourism staff of five.

Needed background

"We hope this marketing plan will provide the Legislature and the private sector with the background they need to implement a major new program of funding and promotion for tourism," McGrath said.

"We're in the process now of distributing the plan to the individual sectors of Iowa's travel industry. We hope they will begin tailoring their promotional efforts to fit in with this statewide effort," he said.

"There is a growing market out there for tourism. By the year 2000, it's estimated that travel will be the largest industry in the world. We just have to go out and pick up our share." ✣

The logo on this page is the one used by the Iowa Travel Council.

1983:2

Iowa Economic Indicators

State of Iowa
Office for Planning and Programming

Modest Growth in the Third Quarter GSP

The Iowa Gross State Product improved modestly in third quarter 1982. The annualized real rate of growth of 1.5 percent in Iowa's aggregate output followed a second quarter growth rate of 6.8 percent. These two quarters of positive growth, following three consecutive quarters of economic decline, provide reason for cautious optimism.

The third quarter growth is attributed to an increase in real personal income in Iowa of 2.3 percent for the period. While wage and salary disbursements fell $54 million during the quarter, transfer payments rose $70 million. The major decline in wage and salary disbursements came in the non-durable goods manufacturing sector. Dividends, interest and rent income rose by $46 million. Income levels for non-farm proprietors rose 7 percent during the quarter, but farm proprietors experienced an income increase of only 1.8 percent.

Revised Second Quarter GSP

Second quarter GSP estimates have been revised upward from the 4.9 percent growth reported earlier to a 6.8 percent growth. This is a result of upward revisions in earlier corporate profit estimates. Iowa's GSP and the Gross National Product estimates are computed from samples that are improved and enhanced with additional data each quarter. For that reason, the published figures are subject to continuous revision.

Iowa Cyclical Indicators

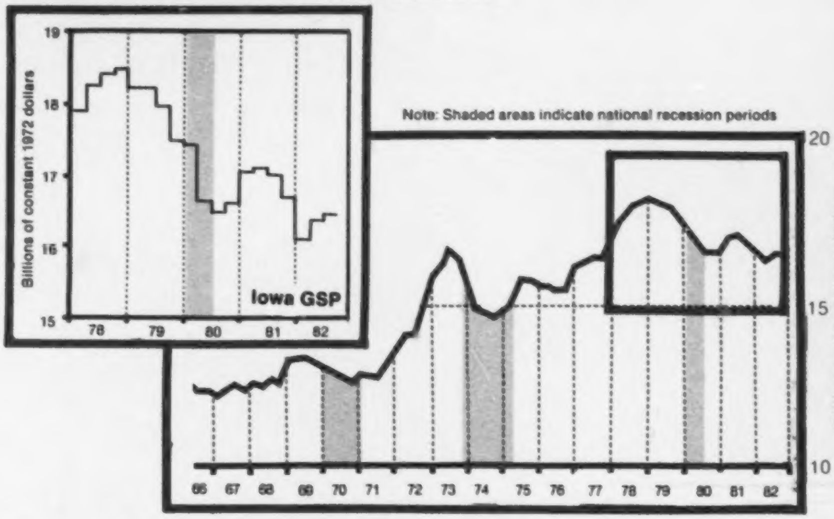
The number of persons filing first-time unemployment insurance claims in Iowa fell 3.1 percent in December from a month earlier to an average of 25,200 claims. This was an 11.4 percent rise above the level in December, 1981. Nationally, the number of initial claims for jobless benefits is considered an indicator of changes in the aggregate economy. The indicator tends to move inversely with economic activity, leading the economy at peaks and coinciding with troughs. As such, it has been used to confirm the beginning of a recovery.

In Iowa this indicator generally coincides with GSP turning points, except when net farm income is affected by events that do not strongly influence the manufacturing sector. During the 1973 oil embargo, for example, Iowa's farm-related income fell dramatically from the inflated level created by the Soviet grain sale. Jobless claims, however, did not begin to rise until industrial production started falling in late 1974. In 1975, strong farm prices boosted GSP for 11 months, despite the fact that falling production levels in manufacturing caused the jobless claims rate to increase. In 1979, a 9 percent rise in OPEC fuel prices

continued on page 7

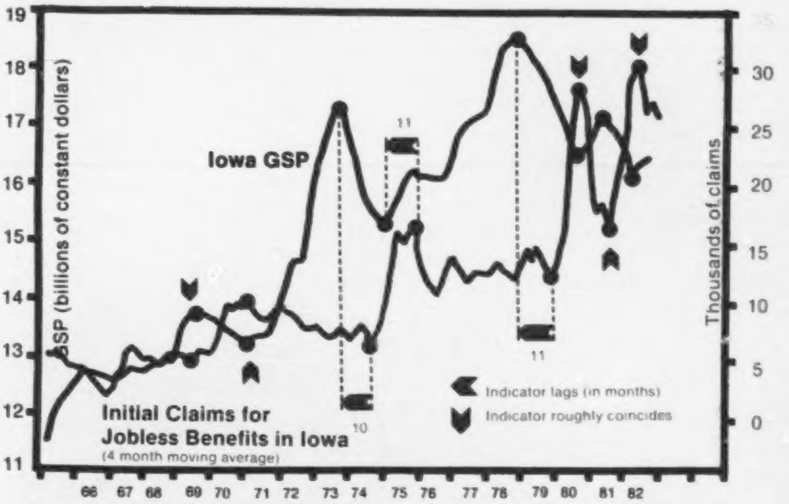
Iowa Gross State Product

(in billions of constant 1972 dollars, seasonally adjusted at annual rates)



Cyclical Indicators of the Iowa Economy

seasonally adjusted



Selected Economic Indicators

all series seasonally adjusted

(All Indices, 1967 = 100)	Annual Average 1980	Annual Average 1981	1982 Q:2	1982 Q:3	Percent Change from '82/Q:2	Percent Change from '81/Q:3
Iowa GSP (billions)						
Constant (1972) dollars	16.7	17.0	16.4	16.4	+0.4	-3.4
Current dollars	29.9	33.1	33.7	34.3	+1.6	+2.1
Iowa Personal Income (billions)						
Constant dollars	15.1	15.5	15.1	15.2	+0.6	-3.0
Current dollars	27.0	30.4	31.1	31.7	+7.3	+2.4
Gross National Product (billions)						
Constant dollars	1474.0	1502.6	1478.4	1481.1	+0.2	-0.6
Current dollars	2633.1	2937.7	3045.2	3088.2	+1.4	+3.6
			Nov. 82	Dec. 82	from Previous month	from Previous year
Consumer Price Index (U.S.)	246.8	272.4	293.6	292.4	-0.3	+3.9
Producer Price Index (U.S.)	247.0	269.8	286.4	286.2	-0.1	+3.4
12 Leading Indicators (U.S.)	131.0	133.1	130.8	132.8	+1.5	+4.5
			Dec. 82	Jan. 83		
Iowa Industrial Production Index	160.5	166.4	148.7	149.2	+0.3	-5.7
U.S. Industrial Production Index	147.0	151.0	135.0	136.2	+0.9	-3.2

Analysis of Iowa Income by Industry

Agriculture

Billions of current dollars

Annual Average		1982		Percent Change from	
1980	1981	Q:2	Q:3	'82/Q:2	'81/Q:3
0.59	0.93	0.69	0.69	+0.4	32.5

Agriculture includes income earned in farming, farm services, fishing and forestry. Wages and salaries, proprietors' profits and corporate profits in farming all increased slightly in the third quarter.

Manufacturing

Annual Average		1982		Percent Change from	
1980	1981	Q:2	Q:3	'82/Q:2	'81/Q:3
3.39	3.32	2.85	2.81	-1.2	-15.3

Income from non-electrical machinery manufacturing fell 5.1 percent for the quarter, while income from fabricated metals rose 1.3 percent and electrical machinery rose 1.1 percent. Food and kindred products declined 3.7 percent. Rubber and plastics fell 4.6 percent during the period.

Services

Annual Average		1982		Percent Change from	
1980	1981	Q:2	Q:3	'82/Q:2	'81/Q:3
1.63	1.62	1.62	1.63	+0.5	0

Income in the service delivery industry has been stable throughout the recession. Wages and salaries earned in service firms remained virtually unchanged over the past year.

Finance, Insurance and Real Estate

Annual Average		1982		Percent Change from	
1980	1981	Q:2	Q:3	'82/Q:2	'81/Q:3
0.77	0.71	0.70	0.72	+3.1	+3.6

Corporate profits boosted income levels in Iowa financial industries during the period. Total income rose 3.1 percent. The labor and proprietor's component of total income rose 2.7 percent.

Transportation, Communication and Public Utilities

Annual Average		1982		Percent Change from	
1980	1981	Q:2	Q:3	'82/Q:2	'81/Q:3
	0.83	0.78	0.78	-0.4	-5.3

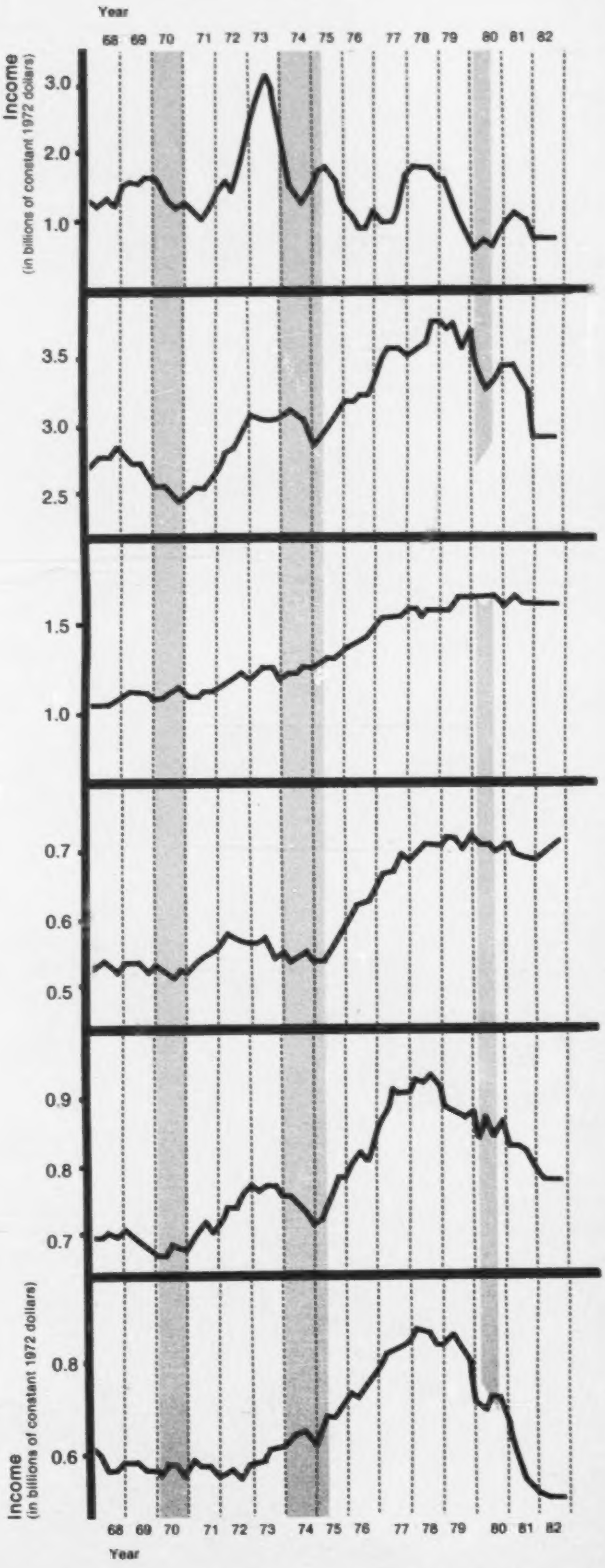
Moderate declines in employment in the transportation, communication and public utilities industries caused a slight decrease in income levels.

Construction

Annual Average		1982		Percent Change from	
1980	1981	Q:2	Q:3	'82/Q:2	'81/Q:3
0.74	0.63	0.51	0.51	-0.4	-14.0

The substantial decline in construction income finally appears to have leveled off. Seasonal variations are already accounted for in these figures.

Shaded areas indicate recession periods.



*Income includes wages and salaries, other labor income, proprietors' income and corporate profits (not only those distributed as dividends) that originate within a given industry in Iowa. Income is in billions of 1972 dollars, adjusted using the GNP deflator. Quarterly amounts are seasonally adjusted.

Wholesale Trade

	Billions of current dollars					
	Annual Average		1982		Percent Change from	
	1980	1981	Q:2	Q:3	'82/Q:2	'81/Q:3
Wholesale Trade	0.94	0.94	0.94	0.94	+0.5	+0.9

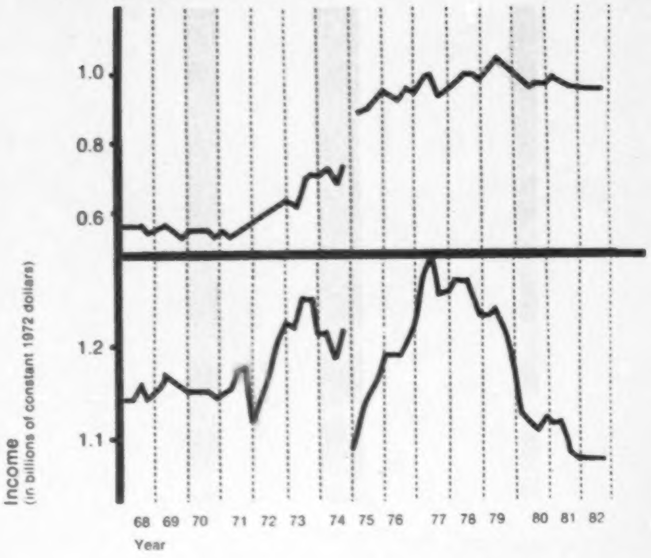
Income in wholesale firms was above the previous year's level despite a 4 percent decline in employment in this industry. (This industry was redefined in 1974, acquiring the farm implement dealers that had previously been included in retail trade.)

Retail Trade

	Annual Average		1982		Percent Change from	
	1980	1981	Q:2	Q:3	'82/Q:2	'81/Q:3
Retail Trade	1.13	1.11	1.08	1.08	+0.7	-2.8

Income levels in retail trade were up for the quarter, but still registered below last year's level. Employment was also about 7 percent below the level in third quarter 1981.

Shaded areas indicate recession periods.



continued from page 5

accompanied by natural gas price increases contributed to a 38 percent decrease in net farm income. Industrial production and new jobless claims in Iowa remained stable for most of that year, but Iowa's GSP continued to reflect the drop in farm income.

Currently, the level of initial claims is continuing the decline begun in mid-1982, suggesting that a recovery may finally be underway in Iowa. Other indicators should be watched, however, before definite conclusions are drawn.

Index of Industrial Production

In January the Iowa Index of Industrial Production showed the first positive sign in five months. The preliminary January index level was 0.3 percent above the revised December output figures — the first upward movement since August.

January levels are still 5.7 percent below the levels of a year earlier and the growth in the Iowa index was substantially lower than the monthly national aggregate growth rate of 0.9 percent. Electrical machinery, fabricated metals and printing and publishing showed increases, while non-electrical machinery declined at a rate somewhat slower than in previous months.

Experience in prior business cycles suggests that a sustained upturn in this index could be another signal of the end to Iowa's recession. Another two or three months will confirm or deny the trend.

Iowa Economy More Volatile Than National Trends

The Iowa economy has experienced greater swings than the national economy over the past several years. While the traditional view has held that rural economies are more insulated from the effects of the business cycle, the table at right shows that has not been the case for Iowa during the current recession. In 1981:IV and 1982:I, Iowa's rate of production declined faster than that of the national economy. However, in 1982:II and 1982:III, Iowa's rate of growth substantially exceeded the growth in the GNP.

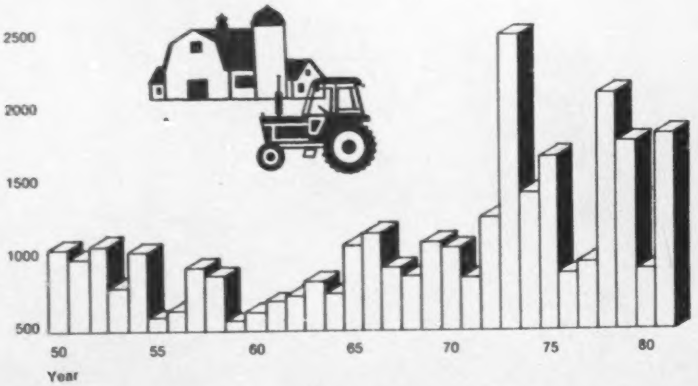
1982 Farm Income

Nationwide farm income figures for 1982 were released recently by the U.S. Department of Agriculture. Net U.S. farm income in 1982 was $20.4 billion after inventory adjustments, an 18.7 percent decrease from the 1981 level of $25.1 billion. Agriculture officials expect net Iowa income figures to show a similar decline. Iowa figures will be released about mid 1983.

Iowa vs. U.S. Economic Growth

	Real Growth Rate	
Period	Iowa GSP	U.S. GNP
1981:1	+10.5%	+7.9%
1981:2	+1.3	-1.5
1981:3	-1.9	+2.2
1981:4	-7.7	-5.3
1982:1	-14.0	-5.1
1982:2	+6.8	+2.1
1982:3	+1.5	+0.7

Net Farm Income in Iowa
after inventory adjustment (millions of current dollars)



1983:2

Labor Market Information

JOB SERVICE OF IOWA

Iowa Labor Force Summary (in thousands)

	1982 Jan.	Feb.	Mar.	Apr.	May.	Jun.	Jul.	Aug	Sept.	Oct.	Nov.	Dec.	1983 Jan.	Percent Change From Dec. 82	Jan. 81	From Dec. 82	Jan. 82
Labor Force	1,335.7	1,343.9	1,363.7	1,391.3	1,416.5	1,432.7	1,414.4	1,387.6	1,389.9	1,397.3	1,371.7	1,341.6	1,330.4	-11.2	-5.3	-.8	-.4
Unemployed	94.2	90.2	98.4	87.4	81.6	90.4	91.2	86.7	80.3	82.8	88.5	94.9	1,109.1	+16.0	+16.7	+16.9	+17.7
Percent Unemployed	7.1	6.7	7.2	6.3	5.8	6.3	6.4	6.3	5.8	5.9	6.5	7.1	8.3	+1.2	+1.2	+1.2	+1.2
Change in Rate	+1.8	-.4	+.5	-.9	-.5	+.5	+.1	-.1	-.5	+.1	+.6	+.6	+1.2				
Total Employment	1,241.4	1,253.6	1,265.4	1,303.9	1,334.9	1,342.3	1,323.2	1,300.8	1,309.6	1,314.5	1,283.2	1,246.7	1,219.5	-27.2	-21.9	-2.2	-1.8
National Unemployment Rate	8.5	8.8	9.0	9.4	9.5	9.5	9.8	9.8	10.1	10.4	10.7	10.7	10.4	-.3	+1.9	-.3	+1.9

*Unemployment rate changes are in period-to-period differences in the rates. All others are in percentage differences.

Labor Force Information for Iowa is non-Current Population Survey data.

Average Hours and Earnings in Iowa

	Average Hourly Earnings Jan. 1983	Dec. 1982	Jan. 1982	Percent Change from Dec. 82	Jan. 82	Average Weekly Hours Jan. 1983	Dec. 1982	Jan. 1982	Percent Change from Dec. 82	Jan. 82
Total Nonagricultural	$ 7.55	$ 7.51	$ 7.45	.5	1.3	34.2	34.9	33.0	-2.0	3.6
Manufacturing	$9.97	$9.99	$ 9.88	-.2	.9	39.2	39.2	36.6	0	7.1
Durable Goods	$10.07	$10.16	$ 9.92	-.9	1.5	38.9	38.9	35.7	0	9.0
Fabricated Metal Products	$ 8.65	$ 8.71	$ 7.96	-.7	8.7	38.4	39.3	33.1	-2.3	16.0
Machinery Except Electrical	$12.04	$12.07	$12.07	-.3	-.3	38.6	39.0	35.5	-1.0	8.7
Electrical Equipment & Supplies	$ 9.50	$ 9.45	$ 8.75	.5	8.6	39.8	38.6	37.5	3.1	6.1
Nondurable Goods	$ 9.85	$ 9.78	$ 9.83	.7	.2	39.5	39.5	37.9	0	4.2
Food & Kindred Products	$10.05	$10.09	$10.64	.4	-5.5	40.0	40.2	38.2	-.5	4.7
Printing & Publishing	$10.52	$10.08	$ 9.48	4.4	11.0	39.2	37.6	37.1	4.3	5.7
Nonmanufacturing	$ 6.80	$ 6.75	$ 6.64	.7	2.4	32.9	33.7	32.0	-2.4	2.8
Mining	$ 8.53	$ 8.39	$ 7.99	1.7	6.8	50.9	50.6	42.4	.6	20.1
Contract Construction	$12.33	$12.11	$12.12	1.8	1.7	37.4	38.6	35.3	-3.1	6.0
Transportation & Public Utilities	$10.56	$10.42	$ 9.95	1.3	6.1	40.0	40.5	39.8	-1.2	.5
Wholesale & Retail Trade	$ 6.15	$ 6.09	$ 6.10	1.0	.8	31.8	32.9	30.4	-3.3	5.0
Finance, Insurance & Real Estate	$ 6.44	$ 6.42	$ 6.12	.3	5.2	35.5	35.4	35.1	.3	1.1
Services	$ 5.94	$ 5.79	$ 5.65	2.6	5.1	31.6	32.1	30.9	-1.6	2.3

Iowa's January 1983 unemployment rate is 1.1 percentage points above the 1982 high of 7.2 percent set in March. January's unemployment rate reflects seasonal employment drops from December 1982. Industrial groupings affected by seasonal trends are trade, construction and government. Manufacturing employment dropped 5,700 when many of the layoffs that occurred late in December, due to holiday shutdowns, were extended into January.

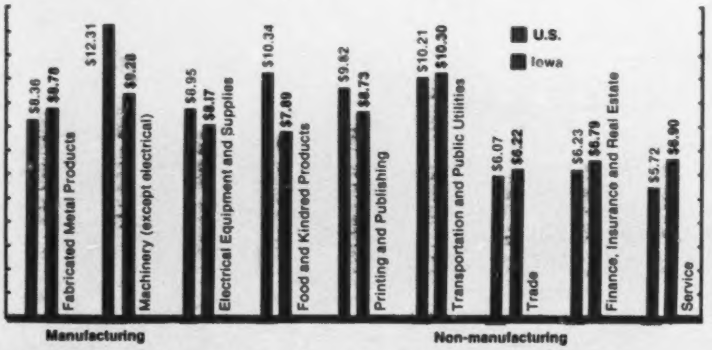
Workers in Iowa's private sector earned $3.89 per week less in January 1983 than in December 1982. A shorter workweek is responsible for this loss. The average workweek in January was down 0.7 hours while the average hourly earnings increased 4 cents over the month.

The 1982 Annual Average Hourly Earnings for Iowa and the United States indicate Iowa is just under the national average. Iowa's 1982 annual average is $7.51 for the total private sector compared to an average of $7.67 for the nation. Average weekly earnings and average weekly hours are for production and nonsupervisory workers.

Source: Audit and Analysis, Iowa Department of Job Service

Hourly Earnings in Iowa and U.S.

1982 Annual Averages



Acknowledgements

Office for Planning and Programming
523 East 12th Street
Des Moines, Iowa 50319

Edward J. Stanek, Ph.D., Director
Harvey Siegelman, Senior Staff Economist
David M. Annis, Graphic Designer

Iowa Department of Job Service
1000 East Grand Avenue
Des Moines, Iowa 50319

Colleen Shearer, Director
Larry Venenga, Labor Market Analyst

Iowa Ag & Business Indicators

Compiled by the Iowa Development Commission

Labor Demand and Supply[1]

January, 1983

Service Areas	Individual Placements	New Applicants & Renewals	Service Areas	Individual Placements	New Applicants & Renewals
Ames	187	716	Iowa City	158	1,242
Atlantic	89	357	Keokuk	20	217
Burlington	84	712	Marshalltown	69	387
Carroll	136	386	Mason City	211	860
Cedar Rapids	136	1,805	Muscatine	24	489
Centerville	17	191	Newton	47	366
Charles City	7	130	Oskaloosa	59	348
Clinton	104	608	Ottumwa	58	545
Council Bluffs	266	1,110	Sheldon	31	159
Creston	22	328	Shenandoah	52	441
Davenport	209	1,953	Sioux City	246	1,476
Des Moines	562	2,845	Spencer	54	466
Dubuque	211	1,165	Storm Lake	44	280
Fairfield	32	263	Waterloo	125	1,855
Fort Dodge	34	509	Webster City	41	237
Fort Madison	28	240			
			STATEWIDE	3,354	21,648

[1] All new applicants listed with the Iowa Department of Job Service.

Consumer Price Index

	December 1982	December 1981
All Urban Consumers (1967 = 100)	292.4	281.5

Composite Construction Cost Index

	October 1982	October 1981
Composite Construction Cost Index (1967 = 100)	155.8	154.9

Business Data

	12/82	12/81	12 mos./82	12 mos./81
New Car Registration	7,391	10,986	80,695	94,442
Iowa Savings & Loan (% increase)				
Mortgage Loans	-1.2	-.1	-2.8	+.2
Savings	2.8	.4	1.5	-.3
Work Force (000)	1,355.3	1,368.1	1,394.1	1,404.1
Unemployment	92.4	72.8	87.3	65.2
Rate (% of work force)	6.8	5.3	6.5	4.6
Employment	1,263.0	1,295.2	1,306.8	1,339.0

Value of New Dwellings ($000)

	1/83	1/82
Ames	$ 65.0	$ 0
Bettendorf	217.4	0
Burlington	0	80.0
Cedar Falls	0	54.5
Cedar Rapids	0	0
Clinton	0	0
Council Bluffs	29.6	0
Davenport	329.4	27.0
Des Moines	580.6	61.4
Dubuque	0	0
Fort Dodge	0	0
Iowa City	1,803.8	4,640.4
Keokuk	31.0	0
Marion	55.5	0
Marshalltown	0	0
Mason City	0	0
Muscatine	135.0	0
Newton	0	0
Ottumwa	50.0	0
Sioux City	0	22.2
Urbandale	25.9	0
Waterloo	33.0	0
W. Des Moines	59.3	0
TOTAL	$ 3,415.5	$ 4,885.5

Farm Retail Price Spreads

	Oct. 1982	Oct. 1981
Beef, Choice:		
Retail price (cts./lb.)	238.7	241.5
Net carcass value (cts.)	139.0	144.2
Net farm value (cts.)	128.7	133.4
Farm-retail spread (cts.)	110.0	108.1
Pork:		
Retail price (cts./lb.)	190.9	160.4
Wholesale Value (cts.)	127.8	107.9
Net farm value (cts.)	90.3	71.8
Farm-retail spread (cts.)	100.6	88.6
Dairy Products:		
Retail cost (1967 = 100)	247.1	244.6
Farm value (1967 = 100)	264.3	265.9
Farm-retail spread (1967 = 100)	232.0	225.9
Eggs:		
Retail cost (1967 = 100)	175.8	185.9
Farm value (1967 = 100)	188.9	214.0
Farm-retail spread (1967 = 100)	156.9	145.3

Quarterly Periods

	1982		1981	
	I	II	I	II
Net Taxable Retail Sales ($000,000)	3,446	3,220	3,463	3,258
Personal Income ($000,000)	30,517	31,097	27,935	30,013

Stock Index

	Iowa*	Dow Jones Industrial
November, 1982	277.85	1,039.28
December, 1982	282.77	1,046.54
January, 1983	290.51	1,075.70

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Prices Received by Farmers

	1/83	12/82	1/82
Corn, bu.	$ 2.24	$ 2.15	$ 2.38
Soybeans, bu.	5.43	5.33	5.95
Oats, bu.	1.69	1.62	1.96
Hogs, cwt.	54.60	53.40	43.30
Beef cattle, cwt.	54.70	53.30	52.50
Calves, cwt.	60.60	57.50	57.00
Milk (whls), cwt.	13.60	13.60	13.60
Sheep, cwt.	21.70	16.50	26.50
Lambs, cwt.	54.70	48.60	49.80
Eggs (market), doz.	.35	.41	.47
All hay, ton baled	54.00	52.00	55.00
Turkeys, lb.	.31	.31	.31

Average Prices Paid by Farmers

	1/15/83	1/15/82
Beef cattle concentrated, 32-36%	$ 12.50	$ 12.70
Hog feed, 38-42% protein	14.70	15.00
Soybean meal, 44% protein	12.00	12.50
Dairy feed, 16% protein	178.00	181.00
Poultry feed, layer ration	170.00	189.00

Commodity Feed Price Ratios

	1/15/83	1/15/82
Hog — corn[1]	24.4	18.2
Beef cattle — corn[1]	24.4	22.1
Egg — feed[2]	4.6	5.6
Milk — feed[3]	1.53	1.50

[1] Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.
[2] Pounds of laying feed equal in value to 12 eggs.
[3] Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

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Corning looks forward to future

(Cont. from page 3)

But just as they had done before, local people went out and raised all the money they needed. "That goes to show you what can happen when the town is behind you," Turner said.

Visits continue

Meanwhile, company officials continued to visit. Concerns continued to be raised. Questions were asked about the covenants and zoning requirements that would govern other businesses and buildings in the industrial park. Corning officials learned that the other state's governor had offered UARCO $130,000 in seed money for the company to use in whatever way it wished. Corning officials, in turn, worked with the IDC and the Department of Public Instruction to obtain federal training money.

Finally the decision was made.

Labor availability, one of UARCO's big concerns at first, proved to be no problem. More than 1,200 people applied for the 100 available jobs. The company now has received a total of 2,500 applications.

An estimated 2,000 interested citizens attended an open house last fall after UARCO began operations.

"The most important thing, in my view, is attitudes," said Herbert L. Koelling, UARCO vice president for production, of the factors entailed in finding a site for a new plant. "I want to get to know the people in the town and see if they want an industry. If there isn't apparent leadership, we won't be there because we won't have anyone to work with."

The Corning speakers thanked the IDC for the help it gave their community in its efforts to attract UARCO. Turner said the local leaders called the IDC in to their meeting in 1971 and that they continue to rely on the IDC for 90 percent of their industrial contacts.

Ron Kraft, director of the IDC's Industrial Division, said his office had dealt with UARCO for several years before the firm contacted Corning, trying to get the company to locate in Iowa. "It's going to take the kind of effort these gentlemen just talked about to attract more companies like UARCO to Iowa," Kraft said.

"We're excited about tomorrow," concluded Turner.

✤

Foreign business inquiries

Call 515/281-3581 for more information

Coatings, sealants

A German firm is seeking a partner to manufacture in the United States its concrete additives and coatings, liquid plastic, roof maintenance products, and joint sealants. The German firm has a leading market position for its products in Germany. The ideal partner would be a chemical manufacturer with capabilities for production and an established distribution network. **(G23-1828J)**

Easy-open cap

A Swedish firm has developed an easy-open cap for bottles which can be removed without the use of a can opener. The company, which has been in existence since 1868, is seeking a joint venture with a U.S. bottler. **(S23-1935J)**

Envelopes

A British firm engaged in the manufacture of nylon, reusable envelopes is seeking a U.S. partner to manufacture and market its products in the United States. The firm has established markets for its products in the United Kingdom, Western Europe, Canada and South Africa. The lightweight containers for postal use are made of a woven fabric, PVC-coated, with an average life of five years. **(UK23-2030L)**

Saw blades

A Dutch manufacturer of metal-cutting, circular-saw blades intends to establish a warehouse in the United States, which in time would expand into a manufacturing facility. **(H23-2335)**

✤

Licensing, trade mission on conference agenda

The 1983 Governor's Conference on Export Expansion is scheduled for June 16 at the Hyatt Hotel in Des Moines.

Tentative plans for the all-day conference include a discussion of licensing and joint ventures. An Iowa Development Commission survey estimated that licensing arrangements generate nearly $10 million in income each year to Iowa manufacturers. Such agreements between foreign and domestic industrialists could potentially generate ten times that much income, according to the survey.

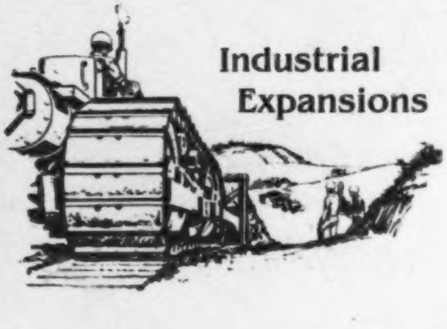
Also scheduled is a discussion of how best to market products in the North African and Saudi Arabian region. The IDC plans an Iowa trade mission to that area this summer. U.S. Department of Commerce market reports indicate the region is a good market for construction and agricultural equipment.

Gov. Terry Branstad will be at the conference to recognize Iowa companies that have been successful in exporting.

The conference is sponsored by the IDC in conjunction with the District Office of the U.S. Department of Commerce, the District Export Council and the Iowa Manufacturers Association.

For more information on the conference, contact: Iowa Development Commission, International Section, 25[illegible] Jewett Building, Des Mo[illegible], Iowa 50309, 515/281-358[illegible]

✤



Industrial Expansions

Iowa firms announce plans for growth

Tama Meat Packing Corp.

Tama Meat Packing Corp. has announced that it plans a $1 million expansion project at its Tama facilities.

The project is scheduled to be completed by Sept. 1. It will include the addition of cooler space, refrigeration and rendering equipment. Sixteen new jobs are expected to be created by the expansion.

In announcing the building program, Tama Meat President Tom Malcolm said the move is necessary to allow the company more flexibility in its slaughtering operation. The firm currently is in the final phases of expansion of its boning operation.

The company now employs about 270 people, with a daily slaughtering capacity of 1,200 head of cattle. The firm is a division of Kane-Miller Corp. of Tarrytown, N.Y.

Bil-Mar Foods of Iowa Inc.

Bil-Mar Foods of Iowa Inc. recently completed a $500,000 addition to its Storm Lake plant, a project that company officials said would allow their plant to remain competitive for the next 20 years.

The expansion project added 7,000 square feet to the firm's 53,000 square-foot plant. Included in the project were: a new truck scale, an expanded unloading facility for live turkeys and expanded office space.

The company employs about 265 people, up from a total of 168 employees five years ago. Bil-Mar came to Storm Lake in 1977.

With its expanded capabilities, the Bil-Mar plant can produce 43 million pounds of turkey meat annually.

Currently the only finished product made at the Storm Lake plant is the whole turkey. Tons of other turkey meat are shipped to Michigan, where they are made into more than 200 products. The firm's home plant is in Zeeland, Mich.

Plans are to continue expanding the Storm Lake plant, according to company officials, and to eventually produce more finished products there.

The Bankers Life Co.

The Bankers Life Co. has announced plans to begin construction next year of a $60 million office building that will join the Ruan Center and the Capital Square as the largest office buildings in downtown Des Moines.

The project is slated to be completed in two phases. Once both phases are completed, the proposed building will be one and a half times larger than the current Bankers Life home office. The expansion plans are based on a projection that the company's current downtown work force of 3,000 will double by the 1990s.

Plans are to link the new building and the three existing Bankers Life facilities by skywalks.

Construction is scheduled to begin in September 1984 on the first phase — a $40 million, 400,000 square-foot building. That portion is to be ready for use in late 1986.

A second phase, with another 200,000 square feet, would be built when needed, but probably within 10 years, according to company officials.

Iowa
a place to grow

IDC DIGEST
April, 1983 Vol. XII-No. 5

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Tiny Elk Horn wins in big way

David bested Goliath in the battle over who should be the host to America's only Danish immigrant museum. And the residents of the Elk Horn-Kimballton area in western Iowa couldn't be happier.

In February, the Danish-American Heritage Society decided Elk Horn (population 746) was the right place for a national museum to honor the lives of Danish immigrants. Elk Horn's competition for the prize was Minneapolis (population 370,000).

The society's site selection committee apparently was overwhelmed by the enthusiasm of the area's residents. The nine-member panel decided Elk Horn was its choice less than 24 hours after being greeted by 500 area residents at a meeting at the local school.

Elk Horn was in the running because its residents have long been noted for the pride with which they demonstrate their Danish heritage. Up to 80 percent of the residents of the Elk Horn-Kimballton area are Danish descendants.

Elk Horn, after all, is the town that decided to disassemble a 60-foot Danish windmill and have it shipped to the United States. The 135-year old windmill has towered over the community since 1976, attracting more than 52,000 visitors last year. Kimballton has in its city park a replica of Copenhagen harbor's "Little Mermaid" statue.

The exact shape the museum will take has not been decided. Signe Nielsen Betsinger, chairwoman of the heritage society committee, said her group hopes to build a new facility with room for expansion. A tentative completion date of 1987 has been discussed.

No one's quite sure what impact the new tourist attraction will have on the area.

"We're sitting down now to begin making long-range plans" for how best to preserve the Danish flavor of the area, said Lisa Riggs, manager of the Danish Windmill. Some rumors of new businesses already have been heard around the area, she said.

"We do not want Elk Horn to become a tourist trap," Riggs said.

Riggs made special mention of the help Elk Horn-Kimballton residents received from the Iowa Development Commission in their efforts to woo the museum committee. ✤

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Iowa Development Commission

Digest

May, 1983

Civic survival

An interview with Iowa Community Betterment's new director

Story on page 5

AVAILABLE BUILDINGS

PARTIAL LIST

This is not a complete list of all buildings available in Iowa. Due to space limitations, many smaller and special purpose facilities are not included here. For further information, please call 515-281-3556.

SQUARE FOOTAGE	COMMUNITY	FORMER USE
10,000	Rockwell City	Manufacturing
10,000	Charles City	Spec Building (new)
11,760	Manson	Sales/Service
12,000	Sioux City	Spec Building (new)
19,800 (2 buildings)	Mapleton	Sales/Service
20,000	Clinton	Spec Building (new)
20,000	Estherville	Spec Building (new)
20,000	Iowa Falls	Spec Building (new)
20,000	Maquoketa	Spec Building (new)
21,000	Corning	Spec Building (new)
21,205	Oskaloosa	Spec Building (new)
21,600	Storm Lake	Spec Building (new)
22,166	Mason City	Warehousing
22,500	Red Oak	Spec Building (new)
23,000	Waverly	Spec Building (new)
23,600	Lake Mills	Lt. Mfg./Warehousing
25,680	Albia	Lt. Mfg./Warehousing
29,400	Oelwein	Lt. Mfg./Warehousing
29,500	Sioux City	Manufacturing
30,000	Marshalltown	Spec Building (new)
32,600	Maquoketa	Manufacturing
33,100	Eldora	Mfg./Warehousing
34,000	Hampton	Manufacturing
37,500	Spencer	Manufacturing
38,200	Dubuque	Manufacturing
40,000	Creston	Spec Building (new)
40,000	Fort Madison	Warehousing
40,000	New Hampton	Manufacturing
44,348	Osceola	Lt. Manufacturing
51,772	Waterloo	Lt. Manufacturing
60,250	Davenport	Lt. Mfg./Warehousing
61,600	Cedar Rapids	Lt. Mfg./Warehousing
65,106	Ottumwa	Trng./Manufacturing
66,467	Waterloo	Manufacturing
78,300	Fairfield	Manufacturing
81,260	Des Moines	Mfg./Warehousing
100,000	Cedar Rapids	Spec Building (new)
120,000 (multi-bldg. complex)	Boone	Lt. Mfg./Warehousing
137,500	Centerville	Manufacturing
159,336	Mason City	Mfg./Warehousing
169,000	Red Oak	Manufacturing
273,000	Fort Dodge	Manufacturing
655,000	Des Moines	Manufacturing

We need your help

It's the time of the year again for us to make a plea to *Digest* readers for help on our mailing list.

The *Digest* has a circulation of more than 12,000, and we would like to cut costs by weeding out any duplications or unneeded copies. If you are receiving more than one copy of the *Digest*, or if you would like to be removed from the mailing list, please let us know and include the **number** from the top of all mailing labels involved.

If you would like to be added to the mailing list, or know of someone who would like to receive a copy, just drop us a line and we will gladly include those names on our list.

We also ask for your patience in this matter because mailing list changes take about six weeks.

For mailing list changes, contact Dana Greenlee, Public Information Division, Iowa Development Commission, 250 Jewett Building, Des Moines, Iowa 50309, 515/281-3098. ✣

New employees named at IDC

Luca Berrone has been named international trade coordinator for the Industrial Division of the Iowa Development Commission. Berrone is a graduate of Iowa State University with a B.S. degree in horticulture and international relations. Prior to joining the IDC, Berrone was employed in the international sales department of ILIS Corp. of Ames. Berrone was born and raised in Italy, but was graduated from Des Moines Hoover High School in 1974.

Carol Slater has been named word processing supervisor for the IDC. Slater has taken classes at Des Moines Area Community College. Prior to joining the IDC, Slater was in the word processing office of the Iowa Industrial Commissioner's office. ✣

What does Iowa's rank of 35th in business climate study really mean?

By David H. Swanson

Alexander Grant & Co., an accounting firm based in Chicago, recently released its annual survey of business climate, and we at the Iowa Development Commission have been fielding a lot of questions about it.

Digest readers in chambers of commerce and industrial development groups probably have picked up some comments, too.

The reason for the queries, of course, is the survey's ranking of Iowa in 35th place among the 48 contiguous states.

While I feel the survey does have some faults, my main concern is the danger that the survey's results may be overinterpreted, if not overemphasized.

Iowa's business climate is not perfect. There are steps that can be taken to improve it. But the fact is, too much can be read into these surveys.

I hope this explanatory article will answer some of your questions and provide you with a resource you can use when you are asked questions about the Alexander Grant study.

Government's role

Actually, Iowa's rank improves slightly when the interpretation is limited to those factors that are considered controllable by state and local governments. Twelve of the 22 factors examined in the survey are considered part of the government's domain. Considering only those factors, Iowa ranks 29th. That rank is one higher than the state's placement of 30th in this area in 1981. Among factors considered to be non-government, on the other hand, Iowa placed 40th, down one from a 39th ranking last year.

David H. Swanson is the director of the Iowa Development Commission.

And the survey doesn't reflect the impact of the business and tax incentives approved by the 1982 Iowa Legislature.

Complex matter

The main problem we have with the survey, though, is that it's a simple view of a complex matter. The Alexander Grant people concede as much in an introduction to their survey. But most people learn of the survey's results only from headlines or news stories. The qualifications to the survey's results lay largely ignored.

Here are some of those qualifications.

First, the study is designed to be of value only to manufacturing managers, according to the introduction. And because two measurements of population are included, the study apparently is designed to be of most relevance to firms involved in the manufacture of consumer products.

Second, the study deals with only a portion of the factors that are central to a state's business climate.

"It is important to be aware of the constraints of this study," according to the introduction. "It is not meant to be all-encompassing or to be equally useful for all purposes.

"This is not to say we do not recognize the importance of other factors in assessing the desirability of a state for a particular manufacturer. However, many of these factors are non-quantifiable. Such factors include attitude of government officials and the community, quality of transportation, and quality of the available infrastructure. A frequent request by users of the study is for the inclusion of a quality of life factor."

Third, the study is not designed to be used as a primary resource by an industry seeking a new location.

Again according to the study's introduction: ". . . it would be unwise for any business to follow, without analysis and interpretation, the results of this or any business climate study that is not specifically tailored to its industry and market. If you are considering a site selection evaluation, this study should not

(Cont. on page 4)

(Cont. from page 3)

serve as your principal evaluation of data."

Charles F. Harding, a vice president of Fantus Co., a business consulting firm, wrote in a recent issue of *Industrial Development*, "No business climate study can tell you how expensive it will be to operate there or effectively weigh tradeoffs in operating factors . . . . Site searches are large and complicated projects, which do not lend themselves to shortcuts. By using business climate studies as a sole or even major means of picking a location, a company risks making a long-term investment of capital in the wrong place. The results can be devastating."

Cautions

The study also cautions readers to examine carefully the actual scores of each state. Calculations are made to the fifth decimal place to determine the overall rankings.

"With such close results," according to the study, "ranking states from first to 48th may give an impression of greater difference between states than actually exists. Therefore, close attention to scores may be more revealing than sole reliance on national rankings to determine differences between states."

Even within the rankings for the individual factors, some pitfalls exist.

An examination of the average annual hours worked per week, for example, shows that the separation between the states ranked 23rd and 43rd is only 0.8 hours. Iowa ranks 34th with 39.5 hours worked per week.

In the survey's measurement of percent of time lost due to work stoppages, a reader must look to the second decimal place before finding any difference between the states that ranked 24th and 38th. Iowa ranked 32nd.

Factor weighting

The weighting of the factors also creates some difficulties. Are energy costs really two times as important to a manufacturer as hours lost due to work stoppages? The "annual average hourly manufacturing wage" is given one-and-a-half times the weight assigned to the "value added by manufacturing employees per dollar of production payroll."

We at the IDC also have a problem with the two measurements of workers' compensation costs chosen by Alexander Grant. Iowa ranks 10th in terms of the "average workers' compensation insurance rate per $100 of payroll." But the study also takes into account the "maximum weekly payment for temporary total disability under workers' compensation insurance." Iowa ranks last in that category.

We find it hard to understand the importance of including the maximum allowed payment when the average insurance rate gives a clearer indication of the costs of workers' compensation to a manufacturer within a given state.

Wages

Finally, the average wage category, where Iowa placed 46th, is misleading. First, the survey assumes that a higher average wage is necessarily bad. It would seem to

(Cont. on page 11)

IOWA RESULTS
1982 Study of General Manufacturing Business Climates
Alexander Grant & Co.

The 1982 study ranked Iowa 35th among the 48 contiguous states. Iowa was ranked 33rd in the 1981 study. Factors for the study were chosen by Alexander Grant with advice from users of the survey. The factors are presented here in descending order by weight, the first having received the most weight from Alexander Grant and the last having received the least. The weighting was based on a survey of state manufacturers' associations.

FACTORS	IOWA RANK		VALUES		SOURCE DATE
	1982	1981	IOWA	48-STATE AVERAGE	
Energy costs per million BTUs	18	18	$3.11	$3.39	1980
Average hourly mfg. wage	46	45	$9.60	$7.84	1981
†Union membership per 100 workers	25	25	22.2	22.2	1980
*Average workers' comp. insurance rate per $100 payroll	10	12	$2.56	$4.23	1982
*Average annual unemployment comp. benefit per covered worker	29	34	$122	$110	1979
Value added by mfg. workers per dollar of production payroll	15	15	$4.05	$3.82	1978
Percent change in average hourly mfg. wage, 3 years	44	43	37%	31%	1978/81
*State, local taxes per $1,000 personal income	29	25	$111	$110	1981
*Net worth of unemployment comp. trust fund per covered worker	22	26	$179	$133	1979
†Average percent of working time lost due to work stoppages, 2 years	32	32	0.145%	0.124%	1979/80
*Maximum weekly payment for temporary total disability under workers' comp.	48	48	$501	$238	1982
*State, local expenditure growth vs. revenue growth, 3 years	10	42	0.97**	1.11**	1978/81
*Vocation education enrollment as a percentage of population	45	37	1.02%	1.86%	1981
*Percent of population 25 and over with 4 years of high school	16	13	71.2%	66.9%	1980
*State spending on environmental control as a percent of total spending	9	9	0.18%	0.45%	1980
*Percent change in state, local taxes per $1,000 personal income, 3 years	42	23	-4.61%	-9.82%	1978/81
†Percent change in union membership per 100 workers, 2 years	43	43	-1.77%	-6.16%	1978/80
*State, local debt per capita	2	4	$821	$1,674	1981
Population density per square mile	31	31	51.5	151.6	1981
Absolute change in population, 3 years	47	42	-7,000	230,000	1978/81
Average hours worked per week	34	27	39.5	39.9	1981
*State, local welfare spending per capita	31	35	$204	$198	1981

*Judged controllable or strongly influenced by government.

**More than 1 denotes expenditures grew more rapidly than revenue. Less than 1 means revenue increased more rapidly than expenditures.

†Does not include agricultural sector.

ICB
VOLUNTEER FEVER

Iowa Community Betterment: Its role in stability and prosperity

(Editor's note: The following is taken from a recent conversation with Ralph Schlaefle, the new director of the Community Betterment Division for the Iowa Development Commission. Schlaefle discusses the impressions he had of the Iowa Community Betterment program before taking the job and his impressions after settling in. He talks about changes he foresees in the program and about the relevance of his past work in industrial development to his new position.

(Schlaefle joined the IDC in 1979 as a member of the Industrial Division staff. Prior to his work at the IDC, Schlaefle was active in economic development elsewhere in the Midwest. Iowa Community Betterment is a program that encourages Iowa communities to improve themselves through volunteer projects. Schlaefle takes over a program that has grown to be the largest in the nation. Since the program began in 1970, more than $175 million in community improvements have been attributed to it.)

Q. You've been traveling now for a couple of months as the Community Betterment Division director, meeting people and looking at local programs. What are your impressions of Iowa Community Betterment?

A. It's actually quite different from what I perceived before I took this job. I had thought a lot of the program was just window dressing — the tree plantings, the flower plantings, the bandshells and the picnic shelters. Dressing up a community, that kind of thing. And even though that is still a part of community betterment, it's just that — just a part of community betterment. Some of the other programs and projects that citizens have undertaken in their communities have really struck me — those programs where people help people, whether it's a better ambulance service or whether it's improvements such as a community center. I didn't realize the impact, and also probably didn't realize the need, that a lot of these communities have for people programs or for facilities of that type.

Q. How do you see your back-

(Cont. on page 6)

'What ICB does is tell people there are ways to preserve a community's identity'

(Cont. from page 5)

ground in industrial development in relation to this job?

A. There's obviously some things that don't translate over because we're not trying to go out and seek community improvements strictly on the outside chance that there might be industrialists who come in. But, on the other hand, economic development is like anything else, there's a percentage factor involved. Somebody might initially consider opening a retail establishment in a certain community just because it looks like a good, strong and viable community. And I think the key to a community having appeal to an outsider in some form of economic development — whether it's a retailer or a manufacturing concern — is to look good to a native. That outsider is going to feel the attitude in a community. And we're not just talking about industry when we discuss economic development. Many communities are perhaps thought of more in terms of agriculture-service centers. And so their efforts should be put forth in trying to maintain that or possibly even improve it. Or maybe the community is more of a tourist area. I'm certainly not unique in my ability to see these possibilities, but because of my background I at least have had the opportunity to see how this can work.

Q. I've heard you say that you were surprised how, to some towns, community betterment could mean the difference between surviving and not surviving.

A. Yes. That's when they get into the very essence of a community itself, working to keep the community, quite literally, together. Some communities have lost retail businesses. And as they lose retail businesses, people are forced to go elsewhere. What some of these smaller communities have done in ICB, as an example, is develop a cooperative store, sort of an independent 7-11 or Casey's. This gives them at least one focal point in the community. They've found they have to do something to keep the continuity of the community there. And we aren't just talking about small towns here. This concept applies as well to larger towns, smaller cities and even the neighborhoods in our largest cities. To people who live in these areas, it saddens them to see their community or neighborhood slowly falling apart at the seams. It's a part of themselves they're losing. They remember. They have the memories of a community that was active, that was vital.

Q. Where does Iowa Community Betterment fit in here?

A. What we find is that individually a lot of those people don't know exactly what they can do to keep that town or that community together. And what ICB does is to tell people that if they work together they can do some of the things that might help keep that community's identity just a little bit longer, the sorts of things that show the town has spirit and that it's not dying.

Q. The question that comes to mind is: How much of the spirit needs to be there before Iowa Community Betterment comes in?

A. The spirit is there in somebody or we wouldn't be asked to come in. And chances are it's in more than one person.

Q. But they need some kind of spark to get them all together?

A. They need somebody to come in and let the others know what the potential is. It's hard for you to sell your acquaintances on what your ideas are. It's different if you have someone from the outside come and say this is what the other towns in the state your size are doing and you can do it, too. From the talk I hear at community betterment meetings, this topic of what can be done to improve a community doesn't come up at the local coffee shop as often as you would think. But that topic, of course, comes up at a community betterment meeting. And all of a sudden you start to see people talking to one another about improvements. It's a good feeling to see those people still talking as the meeting breaks up. You begin to hear some positive comments, just almost the look in some of their faces, like, "By George, maybe there *is* an opportunity to do something."

Q. So the thing that needs to be done is just for one person in a town to call you here?

A. Yes. And the only thing we'd ask, of course, is that the individual who calls us makes an effort to get others to attend the meeting, whether it's five or fifteen or fifty. Obviously, there's no obligation when we go into a community. But if we can be instrumental in bringing up the topic of bettering a community, that seems to be the spark that we're talking about. It gets the people talking about the same problems.

Q. What kinds of people have you seen in community betterment?

A. People from all age levels, men and women. For the most part, just a good representation of a community. The Iowa Community Betterment program actually lends itself to all types of people, working people or farmers or younger people or retired people. It's not the type of program that requires the stamp of approval from the city council or the mayor or the chamber of commerce. The same people who live in one area and relate to one area are the people who can make community betterment very, very successful. A program won't be successful when it's foisted on one group and that group is told, "Here, you do it. Enter this program and see if you can win something." That totally defeats the concept of Iowa Community Betterment because you've got to have the involvement of as many people in a community as possible. If somebody comes to you and says, "I just want your labor or your sweat to be put in this project," chances are you'll resist. But if you feel that you're in on something from the start, that you had a say in what went on, or at least you were privy to the information that was being exchanged, then you're more likely to raise your hand and say, "Yeah, I'll help you."

Q. Do you have any plans for the program, any changes in emphasis?

A. We'd like to recruit more sponsors so we can have more awards, particularly in youth involvement. That's where we're looking in terms of expanding. Right now the youth involvement program is rather limited.

Q. How do you expand youth involvement?

A. Well, for starters, just in our visits to the communities, trying to put more emphasis on youth. The problem is I don't know whether we've really had a chance to give much time and effort strictly to youth involvement because of the demands of the total program.

Q. What's the reason for wanting more youth involvement?

A. That's the future of the state. The younger people, the younger adults are going to be in the shoes of the adults in just a very few years, if in fact they stay in their community or if in fact they stay in Iowa. A betterment program instills pride. The youth will have seen what can be done and as they get older we hope they will continue to take an interest in their communities. In addition, it helps the adults realize that these young people have ideas and skills. It tends perhaps to bridge that gap between the adult and the young adult.

Q. As somewhat of a newcomer to Iowa, what are your impressions of the state?

A. Well, the one thing I can appreciate is that I don't think we realize how good we have it here. In effect, this is the greener grass on the other side of the fence. I think too many people who have not had a chance to see the other parts of the United States don't realize how fortunate we are. We're fortunate in the environment we're living in — where people still care, where there's still concern on the part of people for other people. Without that attitude, community betterment wouldn't get off the ground.

Q. What kind of year do you expect 1983 to be for the ICB program?

A. I would hope a good year. We've tried to increase our workshops and our visits into communities to explain our program. The assistant director, Barbara Duvall, deserves the credit for getting the ball rolling on these projects. Our travel is going to be extensive because we're not only doing the workshops, but we're planning follow-up calls on almost every community that has joined Iowa Community Betterment this year. We won't work a project for a community, but if they just need some direction or if they have a question and some other group can answer it, say the Extension Service, we want them to know they can ring the phone off the hook here. Barbara and I might be out traveling, but the division secretary, Vivian Naber, is almost always here.

Q. Have you seen any effect on community betterment from the sour times? Does it spur community betterment on or is it a damper on it?

A. I think the economy has probably emphasized what community betterment really is. The whole concept of community betterment was a kind of bootstrap, "you can do it" concept. I think the economy and the cutbacks in government spending have only hammered that point home even stronger. ✣

Two sides of Iowa Community Betterment: the work and the celebration.

An explanation of the new industrial revenue bond laws

By Robert H. Helmick

Industrial revenue bonds, their uses and alleged abuses, have been much in the news lately.

Although these tax-exempt, industrial development bonds have become an integral part of financing industrial and commercial projects in the United States, the Treasury Department and certain key members of Congress have maintained constant pressure to eliminate their use.

Garnering most of the headlines were restrictions placed on the bonds by the 1982 Congress. This action and talk of even more restrictions has led to some confusion about the availability of the bonds.

Put simply, what the Iowa business person needs to know is that industrial development bonds still are available, but that their allowed uses have been curtailed and that they are scheduled to be phased out at the end of 1986.

Background

Before describing in detail the restrictions enacted in 1982, some background information is necessary.

Industrial development bonds are bonds issued by government bodies at the request of private businesses. The businesses are responsible for paying off the bonds. The advantage of this type of financing, of course, is that buyers of the bonds pay no federal taxes on the interest they receive. That means the bonds can be issued at a lower rate of interest, giving the business person a lower rate of financing.

In Iowa, private-activity, tax-exempt bonds may be used for a variety of projects. The permitted types of projects generally fall into three areas.

Robert H. Helmick is a partner in the Des Moines law firm of Belin, Harris, Helmick & Heartney, specializing in taxes and financing.

First, is the development of industrial and employment opportunities. These opportunities include: manufacturing and industrial facilities; commercial enterprises engaged in storing, warehousing and distributing products of agriculture and industry; facilities for national or regional headquarters; and facilities for pollution control.

Second, are development projects in certain targeted areas such as urban renewal or revitalization areas.

Third, is assistance for specific classes of persons for whom financing might otherwise not be available, say beginning business people or farmers.

Federal tax limitations generally provide that tax-exempt bonds may be issued up to an amount of $1 million. In addition, the law allows the issuance of up to $10 million worth of tax-exempt bonds under certain circumstances.

New restrictions

The new requirements approved by Congress in 1982 do the following:

- Limit the uses of the bonds. Not more than 25 percent of a bond issue may be used to finance a facility whose primary purpose is retail food or beverage services, automobile sales or service, or the provision of recreation or entertainment. In addition, no portion of an issue may be used to finance any of the following: private or commercial golf courses, country clubs, massage parlors, tennis clubs, skating facilities (including roller skating, skateboarding and ice skating), racquet-sport facilities (including handball or racquetball courts), hot tub facilities, suntan facilities, and racetracks.
- Prohibit the use of all industrial development bonds after Dec. 31, 1986.
- Limit the use of the accelerated cost recovery (ACRS) depreciation method. Generally, property financed by industrial development bonds and placed in service after Dec. 31, 1982, will not be eligible for cost recovery under the 1981 ACRS or other accelerated cost recovery provisions of the Internal Revenue Code. In lieu of deductions under ACRS, the cost of property financed by industrial development bonds must be recovered using the straight-line method over the ACRS life of the property involved.
- Require the filing of extensive information about the bond issue and the property involved with the Secretary of the Treasury.
- Require a public hearing and approval by the legislative body or chief-elected executive officer of the governmental unit issuing the bonds.
- Limit the average maturity of the bonds to not more than 120 percent of the average reasonable expected economic life of the facilities being financed. The average life of the assets is based upon a weighted average of each asset or class of assets, and the economic life of the asset will be decided on a case-by-case basis.
- Reduce by 15 percent the deduction available to certain financial institutions for "financial institution preference items." The effect of this is to reduce the interest deduction available to certain banks and institutions on the indebtedness they incur to purchase or carry tax-exempt obligations acquired after Dec. 31, 1982.
- Require after July 1, 1983, that all tax-exempt bonds be issued in a fully registered form so that an official record will exist of ownership of tax-exempt securities.

More restrictions eyed

The new exclusion of certain projects will not affect Iowa as much as other states because our state's laws already outlined responsible uses of

(Cont. on page 11)

Iowa Ag & Business Indicators

Compiled by the Iowa Development Commission

Labor Demand and Supply[1]

February, 1983

Service Areas	Individual Placements	New Applicants & Renewals	Service Areas	Individual Placements	New Applicants & Renewals
Ames	110	425	Iowa City	124	1,129
Atlantic	44	159	Keokuk	22	165
Burlington	94	491	Marshalltown	40	260
Carroll	61	306	Mason City	127	496
Cedar Rapids	163	1,297	Muscatine	36	366
Centerville	26	126	Newton	55	267
Charles City	31	77	Oskaloosa	57	367
Clinton	61	463	Ottumwa	63	498
Council Bluffs	225	768	Sheldon	25	120
Creston	26	219	Shenandoah	46	298
Davenport	193	1,527	Sioux City	216	1,135
Des Moines	521	2,158	Spencer	23	329
Dubuque	211	932	Storm Lake	48	197
Fairfield	25	213	Waterloo	113	1,112
Fort Dodge	118	566	Webster City	29	173
Fort Madison	17	128			
			STATEWIDE	2,951	15,773

[1] All new applicants listed with the Iowa Department of Job Service.

Consumer Price Index

	December 1982	December 1981
All Urban Consumers (1967 = 100)	292.4	281.5

Composite Construction Cost Index

	October 1982	October 1981
Composite Construction Cost Index (1967 = 100)	155.8	154.9

Business Data

	1/83	1/82
New Car Registration	6,620	4,790
Iowa Savings & Loan (% increase)		
Mortgage Loans	-.4	-.2
Savings	2.9	-.2
Work Force (000)	1,330.4	1,351.2
Unemployment	110.9	92.9
Rate (% of work force)	8.3	6.9
Employment	1,219.5	1,258.4

Value of New Dwellings ($000)

	2/83	2/82	2 mos./83	2 mos./82
Ames	$ 0	$ 148.0	$ 65.0	$ 148.0
Bettendorf	104.7	0	322.1	0
Burlington	145.0	75.0	145.0	155.0
Cedar Falls	32.1	85.6	32.1	140.1
Cedar Rapids	104.4	0	104.4	0
Clinton	0	0	0	0
Council Bluffs	0	0	29.6	0
Davenport	314.0	157.8	643.4	184.8
Des Moines	1,014.2	206.1	1,594.8	267.5
Dubuque	69.7	0	69.7	0
Fort Dodge	0	0	0	0
Iowa City	421.2	1,015.1	2,225.0	5,655.5
Keokuk	35.0	30.0	66.0	30.0
Marion	0	0	55.5	0
Marshalltown	0	0	0	0
Mason City	0	0	0	0
Muscatine	0	30.2	135.0	30.2
Newton	0	0	0	0
Ottumwa	35.0	31.0	85.0	31.0
Sioux City	0	33.0	0	55.2
Urbandale	273.4	62.5	299.3	62.5
Waterloo	42.6	65.0	75.6	65.0
W. Des Moines	550.8	0	610.1	0
TOTAL	$ 3,142.1	$ 1,939.3	$ 6,557.6	$ 6,824.8

Leading States for Farm Marketing ($Mil.)

	Livestock & Products		Crops		Total	
	Annual/82	Annual/81	Annual/82	Annual/81	Annual/82	Annual/81
U.S.	$69,429.7	$68,480.6	$73,846.9	$74,942.2	$143,276.4	$143,422.9
IOWA	6,161.3	5,725.5	4,329.2	4,990.0	10,490.5	10,715.5
Calif.	4,148.3	4,220.8	9,400.6	9,682.4	13,548.9	13,903.2
Tex.	5,472.6	5,423.4	4,270.8	4,631.1	9,743.3	10,054.5
Ill.	2,396.1	2,224.9	5,058.4	5,420.0	7,454.4	7,644.9
Minn.	3,525.9	3,390.4	3,125.6	3,521.6	6,651.5	6,912.1
Neb.	3,701.4	3,520.8	2,892.5	2,855.2	6,593.9	6,376.0
Kansas	3,305.2	3,177.4	2,470.4	2,314.7	5,775.6	5,492.1
Wis.	3,911.9	4,146.5	1,120.4	1,096.5	5,032.3	5,242.9
Ind.	1,812.7	1,701.9	2,875.0	2,615.7	4,687.6	4,317.5

Quarterly Periods

	1982		1981	
	II	III	II	III
Net Taxable Retail Sales ($000,000)	3,220	3,379	3,258	3,422
Personal Income ($000,000)	31,097	31,663	30,013	30,910

Stock Index

	Iowa*	Dow Jones Industrial
December, 1982	282.77	1,046.54
January, 1983	290.51	1,075.70
February, 1983	304.95	1,112.62

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Prices Received by Farmers

	2/83	1/83	2/82
Corn, bu.	$ 2.49	$ 2.25	$ 2.32
Soybeans, bu.	5.57	5.39	5.86
Oats, bu.	1.66	1.67	2.06
Hogs, cwt.	57.80	55.40	48.00
Beef cattle, cwt.	57.40	55.10	54.00
Calves, cwt.	63.50	61.70	56.00
Milk (whls), cwt.	13.50	13.60	13.40
Sheep, cwt.	21.10	19.10	24.30
Lambs, cwt.	59.70	54.80	53.40
Eggs (market), doz.	.38	.35	.47
All hay, ton baled	55.00	54.00	57.00
Turkeys, lb.	.31	.31	.32

Average Prices Paid by Farmers

	2/15/83	2/15/82
Beef cattle concentrated, 32-36%	$ 12.70	$ 12.70
Hog feed, 38-42% protein	14.80	15.00
Soybean meal, 44% protein	12.00	13.00
Dairy feed, 16% protein	181.00	180.00
Poultry feed, layer ration	183.00	192.00

Commodity Feed Price Ratios

	2/15/83	2/15/82
Hog — corn[1]	23.2	20.7
Beef cattle — corn[1]	23.1	23.3
Egg — feed[2]	4.5	5.3
Milk — feed[3]	1.49	1.49

[1] Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.

[2] Pounds of laying feed equal in value to 12 eggs.

[3] Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

Foreign business inquiries

Call 515/281-3581 for more information

Drying machines

A German manufacturer of industrial drying machines wishes to establish a license arrangement with a U.S. company. The license agreement would involve machinery for surface treatment of metals, including cleaning, degreasing, spray painting, coating, etc. Established in 1910, the firm employs 40 people and lists sales of $1.5 million. **(G33-2634L)**

Packaging

A French engineering company that specializes in designing and developing machinery for the packaging industry is seeking to license the manufacturing rights for both the machinery and the plastic-packaging products developed and patented by the firm. The product line consists of thermo-forming and thermo-sealing machines used extensively in pharmaceuticals, food processing and home appliances. Also available for licensing is a newly developed, highly effective ice-cube tray for intensive use. **(F23-2730L)**

Flame arresters

A British manufacturer of flame arresters is seeking cooperation with a U.S. company. Cooperation initially would involve direct sales, and eventually evolve into a licensing agreement for partial manufacture or joint venture. The flame arresters are of the crimped-metal, high-performance, low-pressure-drop type, and they can handle hydrogen application. **(UK33-2834JL)**

Blister-packing

A German manufacturer of blister-packing machines is interested in a license arrangement with a U.S. company that would manufacture and distribute the German company's products. Currently, the machinery is being sold directly in the United States through a national sales system consisting of reputable and solid companies in the packaging business. **(G33-2935L)**

Steel nuts

A German manufacturer of stainless-steel nuts and related parts is interested in a license arrangement and exchange of technology with a U.S. firm. Products are manufactured with the most modern machinery and with all types of raw materials. The German company has been exporting its stainless-steel products for more than 15 years. **(G33-3034L)**

Insurance

A French brokerage and consulting firm which specializes in marketing insurance services to cover industrial risks is interested in expanding its contacts with U.S. insurance companies. The company is involved in a wide range of markets and insures many types of operations, including industrial contracts, computer centers and foreign trade contracts. The manager of the firm indicated that U.S. industrial insurance programs are highly competitive in the French market. **(F23-2199L)**

Sports halls

A German firm has developed a swing, convertible hall to be used for tennis or other sports activities. The hall is a lightweight, steel structure which can be easily erected on any available site and opened and closed in less than two minutes. The owner of the German company is interested in a reverse-licensing agreement with a U.S. firm for manufacture of the swing halls in the United States. The German firm was established in 1961 and is highly recommended as a possible business partner for international business transactions. **(G23-2234L)**

Drills

A medium-sized, Dutch manufacturer of masonry and concrete drills is interested in relocating a Puerto Rico subsidiary in the United States. **(H23-2435D)** ✣

IDC needs export info from Iowa businesses

The Iowa Development Commission's International Office in Frankfurt, West Germany, is in the process of updating its files on Iowa companies that export or that are interested in exporting to Europe.

A survey seeking information on types of products available, handling requirements and trade-agreement interests has been mailed to all Iowa business people who in the past have indicated an interest in exporting.

Any companies interested in exporting that have not received the survey by late May should contact Luca Berrone at the IDC's Des Moines office, 515/281-8481.

International Office Director Paul Wagner uses the information when dealing with foreign firms. Wagner also keeps files of brochures and pamphlets describing Iowa firms' products. ✣

New telex service begins operation

A new telex service has started in West Des Moines for companies that don't send or receive enough messages to justify the cost of having their own machines.

Teleworld Communications Inc. will send and receive telex messages for any individual or company with a need for domestic and international communication.

Such a service has not been available in Iowa before. In the past, the Iowa Development Commission has received a number of requests for use of its telex machine. Those requests had to be referred to out-of-state telex services.

Messages sent or received through Teleworld are held in strict confidence, said owner Jerry E. Struck.

The address for Teleworld is: 2000 Westown Parkway, #21, West Des Moines, Iowa 50265. The phone number is: 515/223-5505. ✣

French group to visit Iowa in May

A delegation of French business people and government officials is expected to spend four days in Iowa in May.

The Iowa Development Commission will host the group during a two-day visit to Des Moines on May 18 and 19. The group is scheduled to spend May 20 and 21 in Iowa City.

This trip by the French is the second leg of an exchange that began last summer when an Iowa trade mission, led by then-Gov. Robert D. Ray, visited France.

While they are in Des Moines, the French will participate in a joint French-Iowa business conference. Iowa business people have been invited to set up displays at the conference.

The conference will give the French a chance to explore international business agreements with Iowa companies and to become familiar with Iowa and the state's economy, said John Schissel, assistant director for international in the IDC's Industrial Division. The French also are scheduled to be treated to an outdoor Iowa cookout.

In Iowa City, the French are scheduled to meet with executives of Page Hydro-Power Systems, a subsidiary of a French company, and with civic and University of Iowa officials. ✣

Tax-free bonds under fire

(Cont. from page 8)

industrial revenue bonds and generally did not allow projects which Congress characterized as "abusive." In addition, the inclusion of the hearing and approval requirements does not make a material difference here because Iowa has always required public hearings.

Additional restrictions, however, are pending before Congress. And tax-exempt industrial financing in Iowa may be totally eliminated after 1986, unless the 1982 act is amended.

(Editor's note: Congress recently authorized the use of industrial revenue bonds for low-interest loans under the Small Business Administration's 503 program. For more information on this recent action or on the 1982 act, please contact the Iowa Development Commission, Industrial Division.) ✣

Iowa must strive to compete

(Cont. from page 4)

us that high wages are some indication of success. In addition, the manufacturer who locates in Iowa is getting a highly educated, productive work force for his or her money. Iowa ranks 15th in terms of value added by manufacturing employees.

Beyond these points, it must be noted that Iowa has a stratified wage structure. Iowa's top wages, the ones that pull up the average, are paid in the state's capital-intensive, large work force industries. Most new operations in Iowa have 50 to 200 employees and seldom pay wages equal to those of the state's larger, established industries.

Again quoting from Charles Harding's article in *Industrial Development*: "An area with a large number of automobile plants will have higher (average) wages than one dominated by lower-paying industries, such as furniture manufacturing. This, however, provides you with no indication of what level of pay a machinist or an electronic test technician is likely to command in one area relative to another."

I hope this hasn't sounded like sour grapes from an official who doesn't like the ranking his state received. That wasn't my intent.

Business climates are a complicated matter. And everyone who hears of the Alexander Grant study should be aware of that.

Iowa does need to continually work to improve its business climate if it is to stay competitive and allow business to prosper. But the fact is, we do not have a bad business climate. ✣

Iowa
a place to grow

IDC DIGEST

May, 1983 Vol. XII-No. 6

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Fort Madison chamber manager cited

Mike Howard

Mike Howard, manager of the Fort Madison Chamber of Commerce, recently was presented the fourth annual Statesman Award by the Iowa Development Commission Foundation.

"The Statesman Award is designed to recognize an individual who has demonstrated professionalism in chamber work and service to the state of Iowa," said Dave Schuetts, director of the IDC's Administrative Services Division.

"We are proud to present this year's Statesman Award to Mike Howard, who has done much to enhance the economic growth of Fort Madison and the entire state," Schuetts said.

The award was presented during the annual Iowa Chamber of Commerce Executives spring conference in Ames. The selection committee for the award is made up of the IDC's division directors.

Past winners of the award were: Keith Kafer of Iowa City, H.S. "Biff" Byrum of Ottumwa and Clifford Dodson of Burlington. ◆

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Iowa Development Commission

Digest

June, 1983

A taste of IOWA™

Story on page 5

New signs point way for tourists

Iowa has a new highway signing program to help travelers find the state's tourism attractions.

The Iowa Department of Transportation is now accepting permit applications for the signs, which are allowed along primary highways. The size of the signs is restricted, as is the information presented on them.

The attractions' owners are responsible for making and erecting their own signs.

"These signs are directional only, not promotional," said Steve Westvold, supervisor of the DOT's advertising control section. "This program is just one element in the entire package to build Iowa tourism."

Beautification

Signs for tourism attractions, as well as for most other private and public enterprises, have been strictly limited since the beautification campaigns of the 1960s. Many signs in Iowa were torn down in the early 1970s.

Tourism interests in the state have complained since then that travelers have no way of finding their attractions.

"Hopefully we're going to be able to make this work," Westvold said. "We'll be working the bugs out of this system for some time to come," he added.

"This program was needed if Iowa was to stay in the mainstream because other states already have started signing programs like this one," said Paul Comer, director of the Tourism and Travel Division for the Iowa Development Commission. "I can't say enough for the DOT's efforts to help us boost tourism in Iowa."

At a public hearing on the directional signing program, J Glasnapp, general manager of Adventureland in Altoona, called the signing program "a tremendous move forward." Lisa Riggs, manager of the Danish Windmill in Elk Horn, also thanked the DOT.

Conditional program

The program's guidelines have yet to go through the formal regulatory process, and final rules probably won't be drawn for another year. But because of concern that the program should, in some way, be in effect for the 1983 travel season, DOT officials are issuing conditional permits based on rules so far drawn. Should a sign with a conditional permit later be found in noncompliance with the final rules, it will have to be upgraded or removed.

The cost of the conditional permits is $25.

To qualify for the signing program, an attraction must be: a natural phenomenon; a historic, cultural, scientific, educational or religious site; an area of natural scenic beauty; or an area naturally suited for outdoor recreation.

The attraction must be open to the traveling public and be of "significant interest," with significance based on visitor counts.

Rules

At press time, the precise form of the conditional rules still was subject to the DOT Commission's approval.

Here is a summary of the major points of the program:

- Signs must be erected off the highway right-of-way.
- Signs are allowed along primary highways, both state and U.S. operated, but not along interstate highways. Interstate highways are governed by more restrictive federal rules.
- An attraction is considered to be of "significant interest" if it has an annual visitor count of 10,000 or more. If the attraction is on the state or federal historic register, an annual visitor count of 5,000 or more will qualify it as significant. If one-quarter of the visitors to an attraction are from a county other than the one in which the attraction is located, then an annual visitor count of more than 2,500 qualifies as significant.
- DOT permits must be obtained before signs are erected.
- Messages on signs are limited to attraction names and directional information such as mileage, route numbers and exit numbers. The days and hours of operation must be included. Recreation areas must use DOT-approved symbols to identify campgrounds, hiking trails and other facilities offered.
- Signs must be at least one mile apart.
- Signs can be erected only up to 50 air miles from an attraction.
- Each attraction is allowed to post only one sign on each route to its facilities. An additional sign may be erected at the last exit from the primary highway to the attraction.
- Signs cannot be larger than 150 square feet nor more than 20 feet in length or height.

Concerns

At the public hearing, tourism interests in the state expressed concern about some of the rules.

Riggs said the annual visitor counts should be halved. Directional signs would help smaller attractions lift their visitor counts, she said.

DOT officials raised the size limit on the signs from 96 square feet to 150 square feet, the maximum allowed by law, after several speakers criticized the smaller limit.

"The problem obviously is that you have to make optimum use of a reasonably limited space," said James E. Graham, administrator of the DOT's right-of-way office.

Graham said the travel industry might consider uniform colors for signs designating certain types of attractions.

For more information and to obtain applications for sign permits, contact: DOT Office of Right-of-Way, 800 Lincoln Way, Ames, Iowa 50010; 515/239-1296. ♦

Governor's conference travel tips

How to bring tours to your town

Iowa has good potential to tap into the country's ever-widening group-tour market, according to a nationally recognized tour planner and consultant.

"Iowa has two major interstates intersecting in it. That gives you a central hub you can draw on in attracting these buses," said Ed Camara Jr. of New Bedford, Mass.

And the group-tour market is nothing to scoff at. Estimates are that the number of passengers on group bus tours in the United States grew by 12 percent from 1980 to 1982, with an estimated 210 million passengers on packaged tours and charters in 1982.

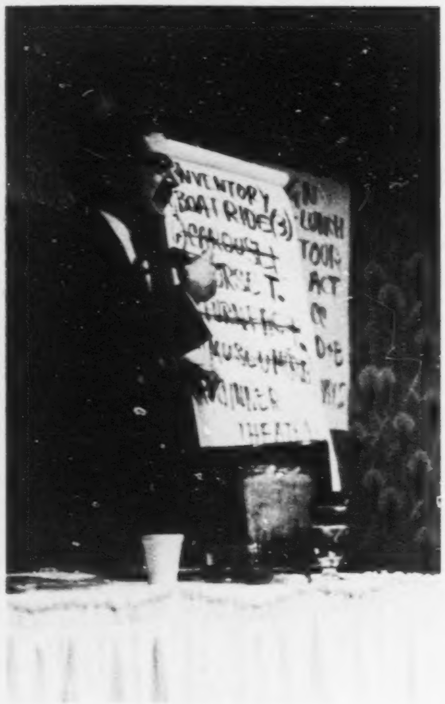
According to one trade association estimate, the average tour bus will leave $3,000 in an area for each 24 hours it spends there.

Tourism conference

Camara offered detailed tips on how to attract these group tours during the recent Governor's Conference on Tourism in Des Moines, sponsored by the Iowa Travel Council and the Iowa Development Commission. Camara was one of a long list of speakers who told 200 members of Iowa's travel industry how to increase the state's share of the tourism market.

Gov. Terry Branstad, who made boosting tourism one of the planks of his job-creation plan, said at the conference, "There is no question that the tourism industry is making an impact on the lifestyle of Iowans. It is an impact that can continue to grow. It needs to grow."

(Cont. on page 4)



Ed Camara Jr.

(Cont. from page 3)

Tom Davidson, whose consulting firm recently wrote an in-depth tourism marketing plan for the Iowa Travel Council, said greater tourism in Iowa would mean jobs for many unemployed workers.

And the timing is right for boosting tourism, Davidson said.

"Because of the general improvement in the economy, this happens to be a good time. And tourism may grow three or four times faster than the general economy. There is a pent-up demand for it from the last 18 months. It's a staggering amount of dollars."

Bus-travel growth

Camara, who conducted three workshops during the conference, said charter and tour buses are expected to play a big role in future tourism growth.

During 1982, in fact, while the group-tour market was growing, general tourism in the United States was down 6 percent.

Camara said he doubts Iowa tourist-attraction owners could sell their areas for two- or three-night tours. Iowans should concentrate on capturing the interest of group tours passing through the state on their way somewhere else, getting them to stay a half-day and overnight in their areas.

To his knowledge, Camara said, Iowa has more fairs and festivals than any other state. "You should package that."

One-hundred and five group tours will stop in Iowa in 1983, not counting one-time charters to events such as the Pella Tulip Festival, said Dave Kjolhede, assistant director of the IDC's Tourism and Travel Division. Those tours are scattered all over the state, Kjolhede said, from the Amanas to West Bend to Elk Horn.

The American Bus Association estimated that its members' tour and charter passengers spent $75 million in Iowa during 1981.

Tour packaging

As a tour planner, Camara said he appreciates travel industry members who offer prepackaged tours to him. But such prepackaging, he said, requires an area's tourism boosters to plan a tour down to the smallest detail — where to spend this hour, where to spend that hour; where to eat dinner; where to stay overnight; what items to offer as goodwill gifts.

Attraction owners must consider their regions first, and their own interests second. "Cooperation is a key to attracting group tours," Camara said.

"Be bizarre and off-the-wall" in selecting possible attractions for a tour, Camara advised. Part of the reason for growth in the package-tour market is tour planners' willingness to schedule such sidelights as helicopter trips into the Canadian Rockies and whale-watching excursions off the Atlantic Seaboard, Camara said.

"I think you could sell an Iowa farm tour to Easterners."

Personal preference should never be allowed to bias a booster's thoughts on what might make a good tour, Camara said.

Marketing the tour

Once a package is designed, the next step is marketing. "Target marketing works better than shotgun marketing" when dealing with tour planners, Camara said.

The best approach is direct, one-on-one sales. But that method also is the most expensive, Camara said. Membership in the American Bus Association and the National Tour Association, and attendance at those groups' conventions, offers a cheaper opportunity for one-on-one sales, he said.

Devising familiarization tours for groups of tour planners is another way to attract business, Camara said. So is advertising in travel-trade journals.

Direct-mail advice

But Camara devoted most of his marketing discussion to direct-mail selling. Direct mail is inexpensive and it works if it is done right, Camara said. But direct mail also is popular.

The typical tour planner receives 30 to 50 pieces of mail a day, Camara said. And 90 to 95 percent of that mail is thrown away because it isn't eye catching, it's of poor quality, it contains unwanted information or it lacks personalization.

Gimmicks can often mean the difference between a direct-mail letter that is read and one that ends up in the wastebasket, Camara said.

One letter his company mailed to advertise a New Year's Eve tour contained confetti. To boost sagging demand for its Orlando, Fla., tours, Camara's company sent an orange to past customers. From Kentucky boosters, Camara received a bona fide bet ticket for the upcoming Kentucky Derby.

Camara said he once received a letter crumpled into a ball. When he spread it out to read it, he saw this message: "Dear Ed: I thought I would save you the trouble."

Handwritten letters also are eye catching because they are rarely seen in this day of word processors, Camara said. Also effective are envelopes that are made to look like personal mail, containing handwritten addresses and lick-on stamps.

Informal survey

Before leaving for Iowa, Camara

(Cont. on page 10)

A taste of

IOWA™

Center stage for state's food processors

The Iowa Development Commission is unveiling in June a major new marketing program to boost Iowa's food processing industry, one of the state's largest employers.

The cornerstone of the program is a series of product promotion shows centered on the theme "A Taste of Iowa." The shows will give Iowa processors the chance to meet with and offer samples to food buyers from throughout the country.

The program is open to any food processing company that operates a plant in Iowa, whether the firm bags popcorn or cans vegetables.

The IDC's Agricultural Development and Promotion Division hopes "A Taste of Iowa" will do for food processors what "Fine Iowa Meats" has done for beef and pork producers during the past 12 years.

Millions of tons of meat have been sold in a number of metropolitan grocery stores through the IDC's Fine Iowa Meats trips, linking the name Iowa with good-tasting meats in the minds of thousands of urban consumers.

'Delicious and diverse'

"Iowa's delicious and diverse food products have contributed as much to agriculture in this state as bumper crops of corn and soybeans have," said Lynette Broders, director of the Agriculture Division.

> 'We tried to develop a list of all the foods processed in Iowa, but we stopped at 120.'

"We tried to develop a list of all the foods processed in Iowa, but we stopped at 120," Broders said. "Everything from romano cheese to hominy and corn grits is produced here."

"With the economy turning around, the time is right to start promoting. And a cooperative marketing effort like this one is cost-effective," Broders said.

Gov. Terry Branstad, in his job-creation plans, advocated an emphasis on food processing.

"Without agricultural processing plants," Branstad said in an interview just before taking office, "we must export our raw products for processing elsewhere. If we add value to our farm products here, we can create jobs for Iowans."

Importance to Iowa

In 1982, industries in the food products category provided nearly 20 percent of Iowa's manufacturing jobs, employing more than 43,000 workers.

The value of goods produced by those firms tops all industry groups in the state, according to the U.S. Department of Commerce's *1980 Census of Manufacturers*, the latest data available. The $11 billion value of processed food products represented 36 percent of the value of all industrial goods manufactured in Iowa.

Food processors also top the list

(Cont. on page 6)

(Cont. from page 5)

in the total cost of raw materials they purchase. And it's likely a good share of those raw materials come from Iowa farms.

Enthusiastic reactions

"A Taste of Iowa" has received enthusiastic reactions from processors who have been briefed on the plans, said Leann Smith, promotion coordinator for the Agriculture Division.

"I think it's a good idea to acquaint people in other parts of the country with Iowa and its quality products," said Jim Erickson of Anderson Erickson Dairy in Des Moines.

"I'm proud of this state and what we do here. We have high-quality products and we don't have to take a back seat to any other state. But we don't always publicize ourselves enough," Erickson said.

"It sounds like a wonderful program," said Speed Herrig of Cookies Food Products in Wall Lake. "If we don't promote ourselves, who will?"

Typical show

The typical "A Taste of Iowa" show will gather representatives of at least 25 Iowa food processors. The show will be held in a metropolitan area chosen by the processors.

Companies will have two options at the show.

Most of the participating companies will set up displays around the perimeter of a hotel banquet room. The center of the room will be reserved for a "table of taste" filled with the processors' products. Two executive chefs will prepare the products "in an eye-pleasing and palatable manner," Smith said.

Food processors also will have the option of forgoing a display and sending their products for inclusion on the table only.

"Some processors may not want to set up a booth in a certain region for any number of reasons," Smith said. "But they can still support the program by displaying their products and literature."

The processors with booths will be charged a nominal fee to help pay the cost of the show. Those firms will be asked to provide the names of potential buyers they would like to invite to the show.

More than 300 buyers will be invited to attend the show. Upon leaving, the buyers will be given a packet of literature on each displaying processor. The buyers also will be given a directory listing all Iowa food processors and products.

Buyers will include retailers, restaurant and food service representatives, school and nursing home representatives, food brokers, and other food processors.

The IDC's role in the program will be to take care of detail work for the shows and the costs of promotional materials, as well as a portion of the cost of renting a banquet room.

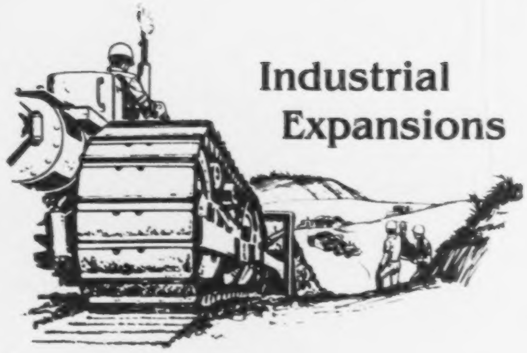
The first show will be held in Des Moines on Nov. 15. Des Moines was selected because the first show will serve as a test-run of the program, Smith said.

Fine Iowa Meats

The new emphasis on food processing won't mean the end of the Fine Iowa Meats program, Broders said.

She and Smith have been working the past six months to transfer the program's operations from the IDC to the state's commodity groups. Two Fine Iowa Meats trips already have been held under the direction of the commodity groups.

"The economy is changing, especially the agricultural sector," Broders said. "The IDC needs to be in a position to respond to these changes and challenges." ◆



Industrial Expansions

Iowa business climate praised

Amoco Oil Co.

Amoco Oil Co. has announced it will consolidate the firm's credit card processing operations at its West Des Moines facility and close a similar plant in Raleigh, N.C.

The decision was made for a variety of reasons, but Amoco officials offered special praise for Iowa's business climate.

"We feel Iowa wants to increase business, increase jobs," said Curt Hartley, Amoco's West Des Moines manager. "We think the climate here for business is extra good."

Iowa has a "hospitable" tax climate, Hartley said. Also playing a role in the company's decision, he said, was "the productivity of the people we have found here."

Currently, 400 people work at Amoco's West Des Moines facility. Another 350 are employed at the Raleigh plant. Amoco officials said they expect about 100 of the Raleigh employees to transfer to Iowa, meaning an additional 250 workers will be hired locally.

The consolidation is expected to be completed by April 1984.

Flex-O-Lite

Flex-O-Lite, a major producer of glass beads used in highway and airport signs, has announced plans to build a manufacturing facility in Muscatine.

Fred G. Peil, vice president and general manager of the St. Louis firm, said the plant will employ about 20 workers. The plant's workers will produce beads for reflective signs and traffic lines, as well as beads to clean and finish metal surfaces.

Construction is expected to begin this fall on Flex-O-Lite's plant in Muscatine's Progress Industrial Park. Flex-O-Lite is a division of Lukens Inc.

All-American Bottling

All-American Bottling Corp. of Coral Gables, Fla., has chosen Des Moines as the distribution center for Royal Crown Cola in Iowa, the Kansas City area and the eastern one-third of Nebraska.

Initial plans were to employ about 30 workers for the warehousing and distribution of Royal Crown soft drinks. The company hopes eventually to build a bottling plant in Des Moines, providing another 70 jobs.

Gemini Inc.

Gemini Inc. has announced plans to build a plant in Decorah, with operations scheduled to begin late this summer.

The Decorah plant will be part of Gemini's custom-made, carrying case division, handling the finishing and overflow from the company's three plants in Cannon Falls, Minn., said Ken Swanson, manager of the plant expansion project for the company.

Gemini expects to employ about three to four workers at first, but hopes to hire 40 to 60 more employees in the next year-and-a-half, Swanson said.

Decorah was chosen as the plant site over 40 prospects in Minnesota, Wisconsin and Iowa, according to Dennis Roseland, executive director of the Decorah Chamber of Commerce.

Norwest Mortgage Co.

Norwest Mortgage Co., formerly known as Banco Mortgage Co., is planning a $4 million addition, doubling the size of its national service center in Waterloo.

The expansion will allow the company to increase its work force from 370 to 900 employees.

Norwest, the nation's third-largest mortgage banking firm, needs the additional space because of increased loan handling. The firm is headquartered in Minneapolis.

Amana Society

The Amana Woolen Mill has won a $5.7 million U.S. government contract to make 375,000 blankets for the Armed Forces.

The mill's work force has grown from 60 to 110 employees because of the contract.

Projections are that the mill will produce 1.1 million yards of material this year, about double the normal production.

Kiefer-Built Inc.

Kiefer-Built Inc. of Kanawha has announced a $500,000 expansion project that could provide jobs to 40 new production workers.

The firm plans to broaden its trailer manufacturing lines to include fiberglass and aluminum units. Kiefer-Built is a major supplier of steel trailers. Completion of the project is scheduled for this fall.

Company officials said they plan to attach a 35,000 square-foot building to their current facility, as well as build a detached 5,000 square-foot building. ◆

Sixty unemployed enrolled

Workers learning high-tech trade

Sixty previously unemployed workers in eastern Iowa will be retrained for high-technology jobs through the efforts of the Iowa Development Commission and a variety of other government agencies.

The workers are being prepared to use state-of-the-art technology to produce tubular steel products at Tubetechnik Co. of Stockton, Iowa. One group of workers already has completed the first phase of training at Eastern Iowa Community College.

Gov. Terry Branstad, at an April press conference announcing the program, said the Tubetechnik project will act as a forerunner for other Iowa efforts to lure high-tech jobs. The key to those efforts is cooperation among state agencies and local business and education leaders, he said.

"I'm excited about the effort being made in Iowa. Tubetechnik demonstrates that this can work," Branstad said.

Five agencies

Five agencies are involved with the retraining project. The Eastern Iowa Community College District developed and operates the retraining project, with assistance from the IDC, the Iowa Office for Planning and Programming and Job Service of Iowa. The training project is funded by the Iowa Department of Public Instruction through the Industrial Start-Up Training Program. The on-the-job portion of the training is administered under the Comprehensive Employment and Training Act.

TUBETECHNIK
North America

The year-long training program began earlier this year. It includes classroom and on-the-job training. The workers are scheduled to be in place at Tubetechnik by early next year.

Tubetechnik is the product of a joint venture between Superior Manufacturing Co. of Stockton and Rohrtechnik Co. of Burgbernheim, West Germany. The technology used at Tubetechnik was developed by Rohrtechnik. Tubetechnik houses the German firm's first production facility in the United States.

The international section of the Iowa Development Commission's Industrial Division, along with the IDC's Frankfurt, West Germany, office, helped arrange the joint venture between the two firms. ✣

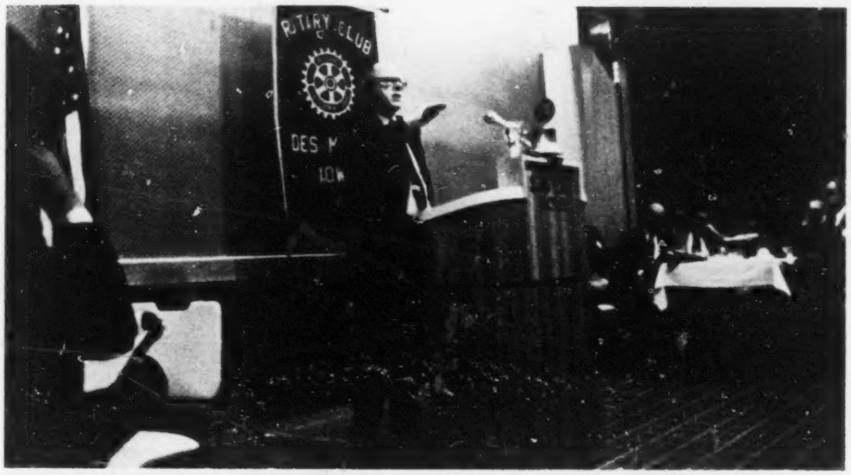
Economist sees Midwest comeback

The chief economist for the Federal Reserve Bank of Chicago came to Des Moines recently and offered what he said was a "more pleasant message than would have been possible just a few months ago."

George Cloos said he was beginning to discern, for the first time in four years, a general improvement in the Midwest's economy. Demand is strengthening for houses, autos, steel, paper and a variety of other products. The government's payment-in-kind program will boost farmers' net income and alleviate credit problems.

"The recovery is on," Cloos said, but the upswing won't be as vigorous as in past recoveries. The economist also cautioned that he fears another surge in inflation.

Cloos spoke to more than 450 people during a luncheon sponsored by the Iowa Development Commission, the Rotary Club of Des Moines and the Greater Des Moines Chamber of Commerce.



George Cloos, chief economist for the Federal Reserve Bank of Chicago, talks to a group of Iowans about economic recovery.

The Midwest was hardest hit by the recession because of low farm prices and the concentration of durable-goods manufacturing in this area, Cloos said. Rising fuel prices had more impact on the Midwest because of the cold climate.

"In the past when the industrial sector was down, agriculture was up. What's happened the last couple years is unprecedented, at least for that length of time," Cloos said. ✣

Iowa Ag & Business Indicators

Compiled by the Iowa Development Commission

Labor Demand and Supply[1]

February, 1983

Service Areas	Individual Placements	New Applicants & Renewals	Service Areas	Individual Placements	New Applicants & Renewals
Ames	110	425	Iowa City	124	1,129
Atlantic	44	159	Keokuk	22	165
Burlington	94	491	Marshalltown	40	260
Carroll	61	306	Mason City	127	496
Cedar Rapids	163	1,297	Muscatine	36	366
Centerville	26	126	Newton	55	267
Charles City	31	77	Oskaloosa	57	367
Clinton	61	463	Ottumwa	63	498
Council Bluffs	225	768	Sheldon	25	120
Creston	26	219	Shenandoah	46	298
Davenport	193	1,527	Sioux City	216	1,135
Des Moines	521	2,158	Spencer	23	329
Dubuque	211	932	Storm Lake	48	197
Fairfield	25	213	Waterloo	113	1,112
Fort Dodge	118	566	Webster City	29	173
Fort Madison	17	128			
			TOTAL	2,951	15,773

[1] All individual placements made by and applicants listed with Iowa Department of Job Service.

U.S. Consumer Price Index

	February, 1983	February, 1982
All Urban Consumers (1967 = 100)	293.2	283.4

U.S. Composite Construction Cost Index

	January, 1983	January, 1982
U.S. Composite Construction Cost Index (1977 = 100)	163.8	156.5

Business Data

	2/83	2/82	2 mos./83	2 mos./82
New Car Registrations	4,085	5,817	10,705	10,607
Iowa Savings & Loan ($000,000)				
Total Loans Closed	15.2	8.9	29.1	16.9
Savings	108.8	3.2	286.3	-11.1
Work Force (000)	1,325.3	1,358.1	1,327.9	1,354.6
Unemployment	107.9	88.6	109.4	90.7
Rate (% of work force)	8.1	6.5	8.2	6.7
Employment	1,217.5	1,269.6	1,218.5	1,269.6

Value of New Dwellings[1] ($000)

	3/83	3/82	3 mos./83	3 mos./82
Ames	$ 341.0	$ 0	$ 406.0	$ 148.0
Bettendorf	446.7	93.7	768.8	93.7
Burlington	50.0	86.0	195.0	241.0
Cedar Falls	0	0	32.1	140.1
Cedar Rapids	268.9	0	373.3	0
Clinton	152.0	0	152.0	0
Council Bluffs	118.4	92.1	148.0	92.1
Davenport	965.8	393.9	1,609.2	578.7
Des Moines	59.6	336.3	1,654.4	603.8
Dubuque	0	153.2	69.7	153.2
Fort Dodge	666.3	0	666.3	0
Iowa City	4,199.7	1,705.5	6,424.7	7,361.0
Keokuk	33.0	0	99.0	30.0
Marion	152.5	0	208.0	0
Marshalltown	129.0	64.0	129.0	64.0
Mason City	70.0	85.0	70.0	85.0
Muscatine	502.0	35.3	637.0	65.5
Newton	0	36.3	0	36.3
Ottumwa	50.0	165.0	135.0	196.0
Sioux City	42.6	49.7	42.6	104.9
Urbandale	345.7	359.1	645.0	421.6
Waterloo	231.0	434.0	306.6	499.0
W. Des Moines	1,469.3	306.2	2,079.4	306.2
TOTAL	$ 10,293.5	$ 4,395.3	$ 16,851.1	$ 11,220.1

[1] Single, two-family and multiple residential dwellings, based on housing permits issued.

Farm Retail Price Spreads

	Annual 1982	Annual 1981
Beef, Choice:		
Retail price (cts./lb.)	242.5	238.7
Net carcass value (cts.)	150.7	149.3
Net farm value (cts.)	140.5	138.5
Farm-retail spread (cts.)	102.0	100.2
Pork:		
Retail price (cts./lb.)	175.4	152.4
Wholesale value (cts.)	121.8	106.7
Net farm value (cts.)	88.0	70.3
Farm-retail spread (cts.)	87.4	82.1
Dairy Products:		
Retail cost (1967 = 100)	247.0	243.6
Farm value (1967 = 100)	261.8	265.9
Farm-retail spread (1967 = 100)	234.0	224.1
Eggs:		
Retail cost (1967 = 100)	178.7	183.8
Farm value (1967 = 100)	189.5	206.5
Farm-retail spread (1967 = 100)	163.2	150.9

Quarterly Periods

	1982 II	1982 III	1981 II	1981 III
Net Taxable Retail Sales ($000,000)	3,220	3,379	3,258	3,422
Personal Income ($000,000)	31,097	31,663	30,013	30,910

Stock Index

	Iowa*	Dow Jones Industrial
January, 1983	290.51	1,075.70
February, 1983	304.95	1,112.62
March, 1983	298.31	1,130.03

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Price Received by Farmers

	3/83	2/83	3/82
Corn, bu.	$ 2.59	$ 2.47	$ 2.35
Soybeans, bu.	5.53	5.54	5.90
Oats, bu.	1.67	1.67	2.10
Hogs, cwt.	49.00	55.70	48.50
Beef cattle, cwt.	60.50	58.10	58.40
Calves, cwt.	68.90	64.20	59.00
Milk (whls), cwt.	13.50	13.50	13.40
Sheep, cwt.	17.80	21.30	22.20
Lambs, cwt.	62.50	58.90	59.40
Eggs (market), doz.	.40	.38	.50
All hay, ton baled	55.00	55.00	60.00
Turkeys, lb.	.33	.31	.32

Average Price Paid by Farmers

	3/15/83	3/15/82
Beef cattle concentrated, 32-36%	$ 12.70	$ 12.80
Hog feed, 38-42% protein	14.90	14.70
Soybean meal, 44% protein	12.50	12.50
Dairy feed, 16% protein	179.00	172.00
Poultry feed, layer ration	177.00	189.00

Commodity Feed Price Ratios

	3/15/83	3/15/82
Hog — corn[1]	18.9	20.6
Beef cattle — corn[1]	23.4	24.9
Egg — feed[2]	4.9	6.0
Milk — feed[3]	1.51	1.56

[1] Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.
[2] Pounds of laying feed equal in value to 12 eggs.
[3] Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

State export conference, June 16

Details have been worked out for the 1983 Governor's Conference on Export Expansion, which is scheduled for June 16 at the Hyatt Hotel in Des Moines.

The one-day conference will cover a wide range of foreign trade topics, from marketing to political risks to legal ramifications.

The day's agenda includes:

- Eugene Lawson, a top official with the U.S. Department of Commerce. Lawson, who will have just returned from a trip to China, will report on that trip and on the overall scene in Asia. Lawson is deputy assistant secretary for East Asia and the Pacific.
- Steven E. Halliwell of Frost & Sullivan Inc. Halliwell will speak on the "Economic Outlook and Political Risks of World Markets." Frost & Sullivan is a New York firm that prepares reports on political and economic conditions affecting international business in 70 countries. The company has offices throughout the world.
- Al Greffenius, a Des Moines lawyer. Greffenius will address the legal ramifications of joint ventures and licensing.
- Gov. Terry Branstad. The governor will present awards to outstanding Iowa exporters at a noon luncheon.
- Three case studies. Glen Ytzen of Fisher Controls in Marshalltown will talk about his firm's foreign-licensing experiences. George Wilcox of Amoco International Sales Co. in Chicago will discuss marketing strategies he has used to penetrate foreign markets. And Robert Richardson of Tubetechnik in Stockton, Iowa, will discuss his company's experience manufacturing under a foreign license.
- A discussion of how best to market products in the North African and Saudi Arabian region. The Iowa Development Commission plans a trade mission to that area this summer.

Those interested in attending the conference are urged to preregister by calling the Iowa Development Commission at 515/281-3585. A $30 registration fee will be charged to cover speaker and luncheon costs.

Registration for the conference will begin at 8 a.m. and the program will start at 9 a.m.

New manufacturers directory available

The 1983-84 *Directory of Iowa Manufacturers* is now available from the Iowa Development Commission.

Divided into three sections, the directory lists all the state's manufacturers alphabetically, by geographical area and by product. The listings give addresses, telephone numbers, names of executives, products and an indication of work force size.

The information in the directory is based on data gathered in 1982 and early 1983.

The listings yield several interesting facts about the manufacturing scene in Iowa:

- Eighty percent of Iowa's manufacturers have 50 or fewer employees.
- The average manufacturing plant in the state employs 61.7 workers.
- Nearly 29 percent of Iowa's manufacturing work force is employed by the 26 firms that have more than 1,000 employees.
- Iowa has lost 137 manufacturers since the last directory was published in 1981, from 3,800 firms to 3,663. The latest figure is about equal to the number of manufacturers listed in the 1977-78 directory.
- Employment in the manufacturing sector is down almost 25,000 since 1981, from 250,537 jobs to 226,139.

To obtain a copy of the directory, send a $15 check or money order to: Research Division, Iowa Development Commission, 250 Jewett Building, Des Moines, Iowa 50309.

Save on taxes by hiring youths

Employers who hire youths from low-income families this summer are eligible for sizable tax credits.

A new federal law allows employers to deduct 85 percent of the first $3,000 paid to a qualified youth during a 90-day period. The program started May 1 and runs through Sept. 15. The program covers youths aged 16 or 17, and eligibility is determined by Job Service of Iowa.

Depending on the level of pay, the new program could mean a net cost to the employer of less than $1 per hour, according to Max Allender, coordinator of the Targeted Jobs Tax Credit program for Job Service.

The form the employer must file to take advantage of the program requires only two minutes to fill, Allender said. But the form must be filed before the youth begins work.

Local Job Service offices will keep files of the names of qualified youth, and employers can refer youths they feel might be qualified to their local Job Service office, Allender said.

Survey finds Iowa lacks travel image

(Cont. from page 4)

said he called 12 people in New Bedford at random to find out what they knew of Iowa.

"I was surprised how many knew Iowa was a Midwestern state," Camara said. "They knew Iowa as a farm belt state, but no one recognized it as a tourist destination.

"Iowa does not have a bad image in the East. It lacks a[illegible]age."

Trade exhibitions

- SPOGA '83. International Trade Fair of Sporting Goods, Camping Equipment and Garden Furniture, Cologne, West Germany, Sept. 11-13, 1983.
- QUIMICA/PETROQUIMICA '83. Chemical, Petrochemical and Manufacturing Equipment Exhibition, Mexico City, Sept. 20-23, 1983.
- AIHEX '83. Asian International Hardware Expo, Singapore, Nov. 2-5, 1983.
- INTERKAMA '83. World's Largest Exhibition for Instrumentation and Automation, Dusseldorf, West Germany, Nov. 9-15, 1983.
- SAUDI INDUSTRY '83. Riyadh, Saudi Arabia, Nov. 20-25, 1983.
- INTERBUILD. 40th International Building and Construction Exhibition, Birmingham, England, Nov. 27-Dec. 3, 1983.
- Third Middle East Business Equipment Show, Bahrain, Feb. 5-9, 1984.
- Third Education Arabia Exhibition, Bahrain, Feb. 5-9, 1984.
- PBC '84. First Personal Business Computer Show, Hong Kong, Feb. 29-March 3, 1984.
- INFOTECH '84. International Office Communication, Information and Automation Technology Show, Hong Kong, Feb. 29-March 3, 1984.
- ELENEX '84. International Electrical and Electronic Engineering Show, Hong Kong, March 12-15, 1984.
- SAUDI COMPUTER '84. International Business Computer Show, Riyadh, Saudi Arabia, March 18-22, 1984.
- CONEQUIP '84. Fourth Southeast Asian Construction Equipment Exhibition, Singapore, March 28-31, 1984.
- SIBEX '84. Singapore International Building Exhibition, Singapore, March 28-31, 1984.
- Sixteenth Osaka International Trade Fair, Osaka, Japan, April 21-30, 1984.
- CONSTRUCTION INDONESIA '84. Second International Construction, Building, Municipal and Public Works Exhibition, Jakarta, Indonesia, April 24-28, 1984.
- SAUDI MEDICARE '84. Second Health Care Hospital Supplies and Medical Equipment Show, Riyadh, Saudi Arabia, Oct. 14-18, 1984.

For additional information, contact the Industrial Division, International Section, Iowa Development Commission, 250 Jewett Building, Des Moines, Iowa 50309; 515/281-8481 or 3138. ✤

Iowa
a place to grow

IDC DIGEST
June, 1983 Vol. XII-No. 7
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David Swanson .... Director
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Call 515/281-3581 for more information

Frequency converters

A German firm seeks a cooperative agreement with a U.S. manufacturer of variable frequency converters for A/C motor controls. Established in 1879, the German firm employs more than 30,000 people. It is an important manufacturer of electronic, communication and audio-visual equipment with worldwide sales of more than $1 billion. **(G43-3538JL)**

Heavy machinery

A Norwegian manufacturer seeks suitable cooperation, such as joint venture or acquisition, in the United States with a compatible establishment. The Norwegian company's product line includes all types of heavy machinery for the pulp and paper industry, pumping machinery for marine and offshore oil operations and defense equipment. The manufacturer's strength lies in the application of microcomputer technology to the machinery industry. The firm employs 560 people. **(N33-3134JL)** ✤

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Winnebago celebrates 25 years of success

Winnebago Industries Inc., a home-grown Iowa company that has charted one of the state's most phenomenal success stories, celebrated its 25th anniversary during ceremonies in April.

Gov. Terry Branstad presented a plaque from the Iowa Development Commission to John K. Hanson, company founder and chairman of the board at Winnebago. The plaque recognized Winnebago for its contributions to Iowa's economic growth.

More than 350 people attended an anniversary dinner and dance at the River Oaks Friendship Hall in Forest City. Tours of the Winnebago plant, said to be the world's largest recreation vehicle facility under one roof, were offered earlier in the day.

Work at Winnebago began on Jan. 29, 1958. The company initially manufactured travel trailers. It marketed its first motor home, the product that made the company famous, in 1966.

The anniversary comes at a time when Winnebago is experiencing a sharp rebound from the lull it endured during the last gasoline shortage. Trend-setting lines of vans and motor homes are being introduced and sales are climbing.

◆

Gov. Terry Branstad and Winnebago board chairman John K. Hanson display the plaque given to Winnebago Industries for its contributions to Iowa's economy during the past 25 years.

7/18/83 S2780-2 A

Iowa Development Commission
Digest
July, 1983

Bailey heads new IDC team

Story on page 3

AVAILABLE BUILDINGS

PARTIAL LIST

This is not a complete list of all buildings available in Iowa. Due to space limitations, many smaller and special purpose facilities are not included here. For further information, please call 515-281-3921.

SQUARE FOOTAGE	COMMUNITY	FORMER USE
10,000	Rockwell City	Manufacturing
10,000	Charles City	Spec Building (new)
12,000	Sioux City	Spec Building (new)
16,500	Mount Ayr	Manufacturing
20,000	Clinton	Spec Building (new)
20,000	Estherville	Spec Building (new)
20,000	Iowa Falls	Spec Building (new)
20,000	Maquoketa	Spec Building (new)
21,000	Corning	Spec Building (new)
21,205	Oskaloosa	Spec Building (new)
21,250	Buffalo Center	Manufacturing
21,600	Storm Lake	Spec Building (new)
22,166	Mason City	Warehousing
22,500	Red Oak	Spec Building (new)
23,000	Waverly	Spec Building (new)
23,600	Lake Mills	Lt. Mfg./Warehousing
25,680	Albia	Lt. Mfg./Warehousing
29,400	Oelwein	Lt. Mfg./Warehousing
29,500	Sioux City	Manufacturing
30,000	Marshalltown	Spec Building (new)
32,600	Maquoketa	Manufacturing
33,100	Eldora	Mfg./Warehousing
34,000	Hampton	Manufacturing
35,000	Council Bluffs	Manufacturing
37,500	Spencer	Manufacturing
40,000	Creston	Spec Building (new)
40,000	Fort Madison	Warehousing
40,000	New Hampton	Manufacturing
44,348	Osceola	Lt. Manufacturing
51,772	Waterloo	Lt. Manufacturing
~~56,000~~ **SOLD**	~~Des Moines~~	~~Manufacturing~~
60,250	Davenport	Lt. Mfg./Warehousing
61,600	Cedar Rapids	Lt. Mfg./Warehousing
65,106	Ottumwa	Trng./Manufacturing
66,467	Waterloo	Manufacturing
78,300	Fairfield	Manufacturing
96,000	Pella	Manufacturing
100,000	Cedar Rapids	Spec Building (new)
120,000 (multi-bldg. complex)	Boone	Lt. Mfg./Warehousing
137,500	Centerville	Manufacturing
159,336	Mason City	Mfg./Warehousing
160,000	Waterloo	Manufacturing
169,000	Red Oak	Manufacturing
273,000	Fort Dodge	Manufacturing
655,000	Des Moines	Manufacturing

Industrial director resigns

A. Ronald Kraft, director of the Industrial Division for the Iowa Development Commission, has resigned.

Kraft had been director of the Industrial Division since 1979. His first assignment with the IDC came in 1976 when he opened the agency's International Office in Frankfurt, West Germany.

"I have enjoyed the seven years with the agency," Kraft said. "It has been an interesting and challenging experience. I never intended to stay with the state permanently. Now with the economy turning around, I feel it is time to move on to other opportunities."

Former IDC Director David H. Swanson expressed appreciation for Kraft's work with the agency. "He has helped many Iowa businesses and industries through his work, and his expertise and experience will be missed," Swanson said. ✣

Television pilot set in Iowa

A television pilot depicting the lives of two fictitious Iowa families is scheduled to be shown Aug. 30 on the ABC network.

Lorimar Productions produced the pilot. Lorimar also is involved in the production of such shows as "Dallas" and "Knots Landing."

The pilot is entitled "Two Marriages." Although no filming for the show was done in Iowa, the Iowa Development Commission's Film Office was called on to give a tour of central Iowa to the writer and executive producer, and to help gather props.

The pilot is designed to kick off a series of the same name and story line. Three additional episodes of "Two Marriages" have been completed and are scheduled to be shown during the weeks following the pilot.

If the first episodes of the series draw a large enough audience, Lorimar plans to shoot more shows, with some filming possible in the Des Moines area. ✣

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Emphasize research, marketing, education

Bailey, Heffernan join IDC

Saying he wants to emphasize research, marketing and education, Jack C. Bailey of Minneapolis has accepted the job of director of the Iowa Development Commission.

"We're going to focus on innovative methods to expand the economic base within this state in all sectors of the economy," said Bailey, a native Iowan and the former president of the Greater Minneapolis Chamber of Commerce.

Bailey replaces David H. Swanson, who took a leave of absence in April, 1982, to serve as IDC director. Swanson returns now to his job as director of the Center for Industrial Research and Service at Iowa State University.

In announcing Bailey's appointment, Gov. Terry Branstad also named Keith Heffernan of rural Waukee as deputy director of the IDC. Heffernan is the former executive director of the Iowa Corn Growers Association and the Iowa Corn Promotion Board. Heffernan was director of the IDC's Agricultural Development and Promotion Division from 1973 to 1976.

Both appointments took effect on June 17.

"Jack's strong suit is in working with industry, and he's done some creative things to promote tourism in the Twin Cities. Keith's expertise lies in marketing our agricultural products," Branstad said.

"I believe this combination of experience and energy is just what the IDC needs," the governor said.

Research, marketing

Research should be used to determine the most likely markets for the state's industrial development efforts, Bailey said.

The new IDC chief said he plans to develop "training and educational programs which are responsive to the needs of industry."

The Iowa job was attractive, Bailey said, because of Branstad's "enlightened leadership" in the area of economic development, the Legislature's willingness to broaden the scope and expand the resources of the IDC, and the private sector's willingness to work with the public sector in Iowa.

Gov. Terry Branstad introduces Jack C. Bailey (center) and Keith Heffernan (right) as the new director and deputy director of the Iowa Development Commission.

Bailey told the IDC staff that the agency has "developed and given leadership to this state in a very efficient manner.

"But I don't believe that whatever we've done in the past will be good enough for the future."

Branstad directives

The governor said he directed Bailey and Heffernan "to complete very shortly a thorough review of the structure and staffing of the development commission."

Branstad also asked the two men to prepare a comprehensive six-year plan for Iowa's economic growth.

"This plan will be a blueprint, not just for the IDC, but it will really be a blueprint for the Iowa economy," Branstad said. The involvement and support of business people, farmers, laborers, educators, local leaders and legislators will be needed, Branstad said.

The governor also thanked outgoing director Swanson for his willingness to take a leave of absence from his CIRAS job to lead the IDC. "During his short tenure at the IDC, David has sparked needed improvements in the agency for which I am grateful."

Backgrounds

Bailey, 53, was born in Osage and reared in Mason City. He attended the University of Iowa and headed local chambers of commerce in Waverly and Marshalltown before joining the U.S. Chamber of Commerce in the early 1960s. He managed the New York District and later the seven-state Southwestern Region, headquartered in Dallas.

Bailey is a former two-term mayor of the Twin Cities suburb of Minnetonka, and was a founding director of the Metropolitan League of Cities. He is a veteran of the U.S. Air Force.

Heffernan, 37, is a native of Ionia, Iowa, and a graduate of Iowa State University. After managing a 900-acre family farm for two years, Heffernan joined the IDC, a job that included coordination of the "Fine Iowa Meats" program. As the Iowa Corn Growers director, Heffernan was an early leader in Iowa's marketing of gasohol. He is a U.S. Army veteran who earned the Bronze Star and Army Commendation Medal. ◆

ICB enrollment near 200 mark

The number of entrants in the Iowa Community Betterment program has again approached 200.

The 199 communities enrolled in the 1983 ICB program represent nearly one-fifth of Iowa's incorporated areas. Among the 199 communities entered are 10 neighborhoods from Iowa's larger cities. ICB is the largest program of its type in the nation.

The program encourages Iowa communities and neighborhoods to improve themselves through volunteer projects. In past years, community volunteers have worked on projects ranging from tree plantings to drug abuse seminars. Since the program's beginning in 1970, about $175 million in community improvements have been attributed to it.

"We're seeing some quality projects in the communities," said Ralph Schlaefle, director of the Community Betterment Division for the Iowa Development Commission, which oversees the ICB program.

"Economic development is a hot topic this summer and we're seeing volunteers throughout the state pitching in. It's not just the communities in ICB that are taking a look at themselves."

One notable accomplishment in this year's ICB program is the sign-up of all 14 of Clinton County's incorporated areas, marking the first time a county has reached 100 percent participation in the program.

The 1983 ICB year covers projects the communities accomplish between Sept. 1, 1982, and Sept. 1, 1983. The deadline for project books from the communities is Sept. 1. After the books are received, the communities will be divided into nine categories by population size. Their projects will then be rated by teams of volunteer judges who will visit each community.

Cash awards will be given at Recognition Day on Nov. 5 to the communities with projects that best fit the program's guidelines. Money for the awards is donated by 20 private-sector sponsors, the Iowa Arts Council and the Iowa Blue Flame Gas Association. ◆

1983 Iowa Community Betterment Entrants by Geographical Area

Northwest

Alta
Archer
Ashton
Aurelia
Calumet
Cherokee
Curlew
Everly
Hawarden
Holstein
Ida Grove
Jolley
Larrabee
Peterson
Primghar
Remsen
Rock Rapids
Sac City
Sanborn
Sheldon
Sioux Center
Sioux City
Sioux Rapids
Spirit Lake

North Central

Ackley
Alden
Allison
Bancroft
Belmond
Buffalo Center
Carpenter
Charles City
Clarion
Clarksville
Corwith
Dows
Eagle Grove
Fertile
Floyd
Forest City
Fort Dodge
Garner
Goldfield
Grafton
Greene
Hampton
Hanlontown
Hansell
Humboldt
Iowa Falls
Joice
Kensett
Latimer
Marble Rock
Nora Springs
Parkersburg
Riceville
Rowan
St. Ansgar
Stacyville
Titonka
Webster City
West Bend

Northeast

Cresco
Decorah
Dubuque
Fayette
Guttenberg
Independence
Jesup
Marquette
Monona
Strawberry Point
Wadena
Waterloo
Waukon
Waverly

East Central

Andover
Calamus
Camanche
Cedar Rapids
Center Junction
Central City
Charlotte
Clinton
Delmar
De Witt
Garrison
Goose Lake
Grand Mound
Le Claire
Lost Nation
Low Moor
Maquoketa
Marion
Monticello
Parnell
Rowley
Springville
Toronto
Urbana
Vinton
Welton
Wheatland

Southeast

Argyle
Columbus Junction
Farmington
Fort Madison
Hedrick
Mount Pleasant
New London
Nichols
Ottumwa
Pleasant Plain
What Cheer

South Central

Albia
Arispe
Beaconsfield
Benton
Chariton
Corydon
Creston
Diagonal
Eddyville
Grand River
Kellerton
Lamoni
Lorimor
Lovilia
Melrose
Moulton
Mount Ayr
Murray

Southwest

Atlantic
Blockton
Carson
Council Bluffs
Essex
Glenwood
Lewis
Nodaway
Northboro
Oakland
Sidney
Treynor
Wiota

West Central

Auburn
Audubon
Blencoe
Coon Rapids
Defiance
Denison
Elk Horn
Harlan
Kirkman
Little Sioux
Manilla
Manning
Mondamin
Onawa
Schleswig
Soldier
Turin
Wall Lake

Central

Ankeny
Beaman
Boone
Churdan
Des Moines
Eldora
Elkhart
Gowrie
Grinnell
Guthrie Center
Hubbard
Indianola
Jefferson
Jewell
Marshalltown
Maxwell
Nevada
Reasnor
Roland
Stanhope
Stratford
Tama
Toledo
Urbandale
Winterset

Neighborhoods

- Cedar Rapids:
  - Czech Village
- Council Bluffs:
  - Southside
- Des Moines:
  - Drake
  - Pioneer-Columbus/S.E.
  - Southeast
- Fort Dodge:
  - Central Avenue
  - Hillcrest
  - Riverside
- Waterloo:
  - Highland
- Sioux City:
  - Mid-City

1983:3

Iowa Economic Indicators

State of Iowa
Office for Planning and Programming

GSP Ends 1982 Lower, But...

Iowa Gross State Product

Declines in business profits nudged Iowa's fourth quarter Gross State Product slightly below third quarter levels. Real personal income in Iowa rose 0.3 percent during the period, but corporate profits fell 4.9 percent. The result was a 0.4 percent decline in Iowa's aggregate economic activity (measured in constant 1972 dollars).

The rate of decline in the state's GSP has slowed during the year, as shown by the accompanying table:

Period	Percent Change From One Year Earlier
1982:1	−8.6%
1982:2	−7.0
1982:3	−6.7
1982:4	−5.1

Personal Income in Iowa

Real personal income for Iowans rose 0.3 percent during the fourth quarter of 1982. The major reason was a 29.8 percent quarterly growth in farm personal income. Despite this growth, farm income was 52.9 percent below the same period in 1981. Overall, personal income was 3.8 percent below 1981 levels.

Economic Activity by Industry

Financial industries in Iowa generated 6.9 percent more real income in the fourth quarter of 1982 than in the preceding quarter. That growth gave the industry — which includes insurance, real estate and other financial institutions — 12.4 percent more income than a year earlier.

Income in Iowa service industries grew 2.5 percent for the quarter, topping the 1981 level by 3.1 percent.

All other industries experienced declines during the quarter. The major reductions came in the manufacturing of durable goods, including primary metals (down 11.3 percent) non-electrical machinery (down 7.8 percent), and fabricated metals (down 4.9 percent).

Iowa Industrial Production Index

The Iowa Index of Industrial Production increased 1.0 percent in April, following a revised March growth of 1.5 percent. Except for a slight dip in February, factory output in the state has sustained positive growth since November 1982.

Iowa's growth for April was only half the national increase of 2.1 percent. The national economy is showing first signs of the anticipated recovery and economists are speculating on the aggressiveness of the national recovery. In Iowa, however, the recovery appears to be sluggish, lagging behind the rest of the nation.

Initial Claims for Jobless Benefits

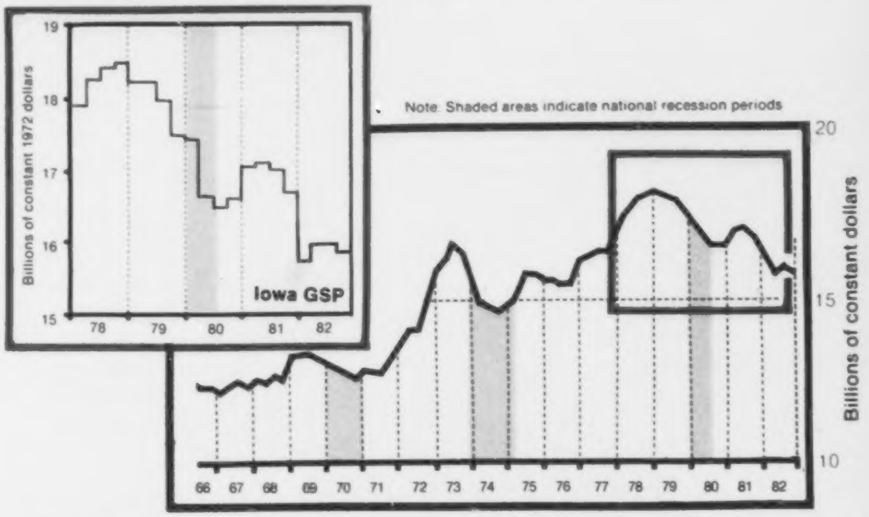
The index of initial claims for Iowa jobless benefits declined 2.8 percent in April to 488.2 (1967 level = 100). The April level is 16.3 percent lower than the same month in 1982.

This indicator is inversely related to the health of the economy: fewer new claims are made during

(cont. on page 7)

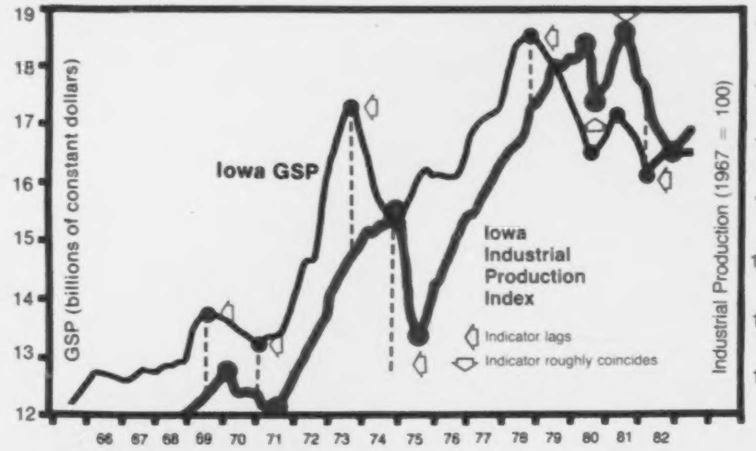
Iowa Gross State Product

(in billions of constant 1972 dollars, seasonally adjusted at annual rates)



Cyclical Indicators of the Iowa Economy

seasonally adjusted



Selected Economic Indicators

all series seasonally adjusted

(All Indices, 1967 = 100)	Annual Average 1981	Annual Average 1982	1982 Q:3	1982 Q:4	Percent Change from '82/Q:3	Percent Change from '81/Q:4
Iowa GSP (billions)						
Constant (1972) dollars	17.0	15.8	15.9	15.8	−0.4	−5.1
Current dollars	33.2	32.8	33.2	33.3	0.5	−0.9
Iowa Personal Income (billions)						
Constant dollars	15.5	14.8	14.8	14.9	0.3	−3.8
Current dollars	30.4	30.6	30.9	31.3	1.2	0.4
Gross National Product (billions)						
Constant dollars	1,502.6	1,476.9	1,481.1	1,477.2	−0.3	−0.9
Current dollars	2,937.1	3,059.3	3,088.2	3,108.2	0.6	3.5
			Feb. 82	Mar. 82	From previous month	From previous year
Consumer Price Index (U.S.)	272.4	289.1	293.2	293.4	—	3.6
Producer Price Index (U.S.)	269.8	280.6	283.4	283.0	−0.1	2.2
12 Leading Indicators (U.S.)	140.9	137.0	147.6	149.8	1.5	10.5
			Mar. 82	Apr. 83		
Iowa Industrial Production Index	166.4	153.8	152.6	155.0	1.6	−0.8
U.S. Industrial Production Index	151.0	138.6	139.7	142.6	2.1	1.7
Iowa Initial Jobless Claims Index	362.1	532.1	503.3	489.2	−2.8	−16.2

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Analysis of Iowa Income by Industry*

Billions of constant dollars

Agriculture

Annual Average		1982		Percent Change from	
1981	1982	Q:3	Q:4	'82/Q:3	'81/Q:4
0.93	0.40	0.37	0.46	26.3	- 50.7

Farm income surged 30 percent higher during the fourth quarter, but the increase only began to offset severe decreases during the last year. Fourth quarter farm income was still 50 percent below the already depressed level of a year earlier. Real farm income has fallen 73 percent from its pre-recession peak in 1978.

Manufacturing

Annual Average		1982		Percent Change from	
1981	1982	Q:3	Q:4	'82/Q:3	'81/Q:4
3.33	2.78	2.81	2.63	- 6.5	- 17.5

Real income for manufacturing industries continued its widespread decline during the fourth quarter. Income for durable-goods industries led the decline by dropping 9.1 percent. Two individual durable-goods industries declined at double-digit rates: primary metals (- 11.3 percent) and nonelectrical machinery (- 11.9 percent). Total nondurable goods income fell 2.5 percent.

Services

Annual Average		1982		Percent Change from	
1981	1982	Q:3	Q:4	'82/Q:3	'81/Q:4
1.62	1.63	1.62	1.66	2.5	3.1

Historically, employment and income in the service industries are unaffected by business cycles. Until the fourth quarter, service-related income stayed between $1.60 and $1.63 billion for two years. The 2.5 percent growth during the latest period pushed income in this sector to its highest level on record.

Finance, Insurance and Real Estate

Annual Average		1982		Percent Change from	
1981	1982	Q:3	Q:4	'82/Q:3	'81/Q:4
0.71	0.71	0.72	0.77	6.8	12.4

The financial sector is usually stable. The 6.8 percent increase posted for the fourth quarter, however, was the third consecutive quarterly increase. Despite this recent growth, total income in this sector has fallen 8.5 percent since 1978 as the recession reduced the purchases of insurance and homes.

Transportation, Communication and Public Utilities

Annual Average		1982		Percent Change from	
1981	1982	Q:3	Q:4	'82/Q:3	'81/Q:4
0.83	0.79	0.79	0.77	- 1.8	- 4.7

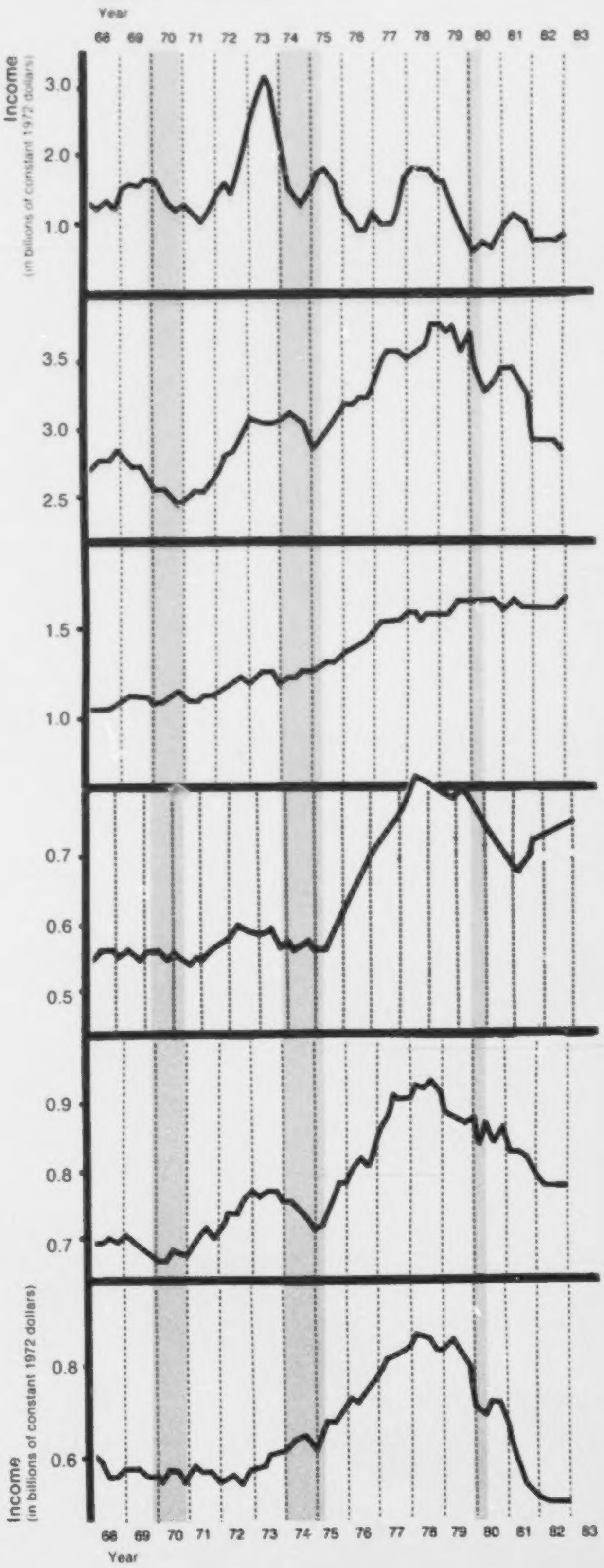
By the end of 1982, total income in this sector had declined 16.1 percent from its peak level of the fourth quarter of 1978. Much of the decline can be attributed to diminished importance of railroads in the state. Total railroad employment fell 30 percent during the period.

Construction

Annual Average		1982		Percent Change from	
1981	1982	Q:3	Q:4	'82/Q:3	'81/Q:4
0.63	0.49	0.49	0.48	- 0.5	- 10.1

Income for the construction industry remained steady during the fourth quarter and may have reached the low point for the recession. Recent homebuilding activity and construction resulting from federal and state legislation indicate that income in this industry should remain stable or grow moderately during 1983.

Shaded areas indicate recession periods.



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*Income includes wages and salaries, other labor income, proprietors' income and corporate profits (not only those distributed as dividends) that originate within a given industry in Iowa. Income is in billions of 1972 dollars, adjusted using the GNP deflator. Quarterly amounts are seasonally adjusted at annual rates.

Wholesale Trade

Billions of constant dollars

Annual Average 1981	Annual Average 1982	1982 Q:3	1982 Q:4	Percent Change from '82 Q:3	Percent Change from '81 Q:4
0.94	0.94	0.94	0.95	2.3	0.1

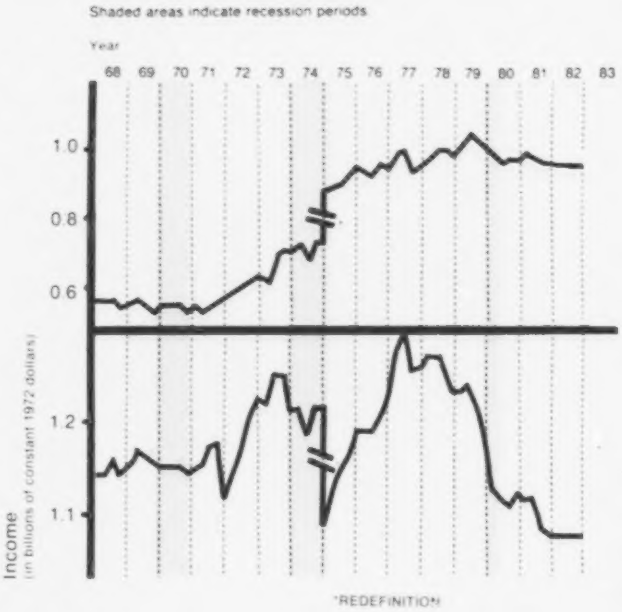
Income in wholesale trade industries stayed relatively stable during the last three years. The fourth quarter increase was the third in a row. The short-term outlook for this industry is clouded by uncertainty about the effect of the federal Payment-In-Kind program on purchases of new farm machinery.

Retail Trade

Annual Average 1981	Annual Average 1982	1982 Q:3	1982 Q:4	Percent Change from '82 Q:3	Percent Change from '81 Q:4
1.11	1.07	1.08	1.08	0.9	-3.9

Real income in retail trade industries was stable for the most recent four quarters. The decline in consumer demand, however, has had a substantial impact on the industry. Total real income in retail trade has declined 16 percent from its peak in the third quarter of 1977.

Shaded areas indicate recession periods.



*REDEFINITION

(cont. from page 5)

periods of recovery. New jobless claims reflect additional unemployed workers in the state and show activity regarding job layoffs and separations.

Consumer Confidence

The vitality of the economy depends ultimately on a basic consumer decision: to buy or not to buy. This economic factor is reflected in the Iowa Index of Consumer Sentiment, which measures attitudes toward the state of the economy.

The index is based on consumer surveys conducted by pollsters at IMR/Opinion Research. IMR employs the same technique in Iowa that is used nationally for the University of Michigan Index of Consumer Sentiment.

The Iowa index showed a significant increase in consumer optimism in the second quarter of 1983. The index rose 21.9 percent over first quarter levels. The first quarter growth rate was only 0.5 percent. This recent growth pattern is also reflected in the national index, which jumped 8 points in April following a 6-point gain in March.

These national gains, the largest ever reported, have pushed the index close to its high levels of the prosperous 1960s. This indicates that national retail sales will likely improve in the near term.

The Iowa Index of Consumer Sentiment is published quarterly by IMR. For more information about this indicator, contact Michael Craft, IMR/Opinion Research, 715 Locust St., Des Moines, Iowa 50309. The most recent Iowa survey includes responses from 1,000 adults randomly selected during May 1983.

More Economic Indicators Available

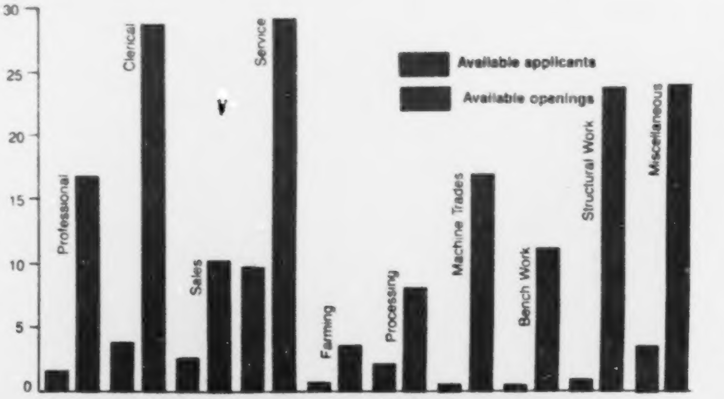
In the coming issues, additional indicators of the Iowa economy will be introduced. The purpose is to provide information to Iowa business and government decision-makers that they can use to gauge trends and evaluate policies for their business or governmental unit.

Are we providing the information you need? Please drop us a line and let us know what other economic indicators you would like to see in the future. Write to Economic Indicators, c/o Jim Blume, Iowa Development Commission, 250 Jewett Building, Des Moines, Iowa 50309.

Corporate planners may be interested in historical data on the Iowa indicators. Historical series, tabulated quarterly back to 1965, are available on request.

Openings and Applicants by Occupational Group in Iowa January 1 - March 31, 1983

(In thousands)



Source: Research and Analysis, Iowa Department of Job Service

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1983:3

Labor Market Information

JOB SERVICE OF IOWA

Iowa Labor Force Summary (in thousands)

	1982 Apr.	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.	1983 Jan.	Feb.	Mar.	Apr.	Net Change* from Mar. 83	Net Change* from Apr. 82	Percent Change from Mar. 83	Percent Change from Apr. 82
Labor Force	1,391.3	1,416.5	1,432.7	1,414.4	1,387.6	1,389.9	1,397.3	1,371.7	1,341.6	1,317.6	1,331.6	1,345.8	1,367.6	21.8	−23.7	1.6	−1.7
Unemployed	87.4	81.6	90.4	91.2	86.7	80.3	82.8	88.5	94.9	111.3	108.9	102.6	93.7	−8.9	6.3	−8.7	7.2
Percent Unemployed	6.3	5.8	6.3	6.4	6.3	5.8	5.9	6.5	7.1	8.4	8.2	7.6	6.9	−.7	.6	−.7	.6*
Change in Rate	−.9	−.5	.5	.1	−.1	−.5	.1	.6	.6	1.3	−.2	−.6	−.7				
Total Employment	1,303.9	1,334.9	1,342.3	1,323.2	1,300.8	1,309.6	1,314.5	1,283.2	1,246.7	1,206.3	1,222.7	1,243.2	1,273.9	30.7	−30.0	2.5	−2.3
National Unemployment Rate	9.3	9.4	9.5	9.8	9.8	10.2	10.5	10.7	10.8	10.4	10.4	10.3	10.2	−.1	.9	−.1	.9*

*Unemployment rate changes are in period-to-period differences in the rates. All others are in percentage differences.

Labor Force Information for Iowa is non-Current Population Survey data.

Average Hours and Earnings in Iowa

	Average Hourly Earnings					Average Weekly Hours				
	Apr. 1983	Mar. 1983	Apr. 1982	Percent Change from Mar. 83	Percent Change from Apr. 82	Apr. 1983	Mar. 1983	Apr. 1982	Percent Change from Mar. 83	Percent Change from Apr. 82
Total Nonagricultural	$ 7.63	$ 7.57	$ 7.46	0.8	2.2	34.2	34.6	34.2	−1.2	0.0
Manufacturing	$10.09	$10.00	$10.02	0.9	0.7	39.5	39.2	38.9	0.8	1.5
Durable Goods	$10.30	$10.28	$10.14	0.2	1.6	39.9	39.5	39.0	1.0	2.3
Fabricated Metal Products	$ 8.60	$ 8.61	$ 8.05	−0.1	6.8	39.1	39.0	36.8	0.3	6.3
Machinery Except Electrical	$12.07	$12.04	$12.35	0.3	−2.3	41.6	40.3	39.4	3.2	5.6
Electrical Equipment & Supplies	$ 9.62	$ 9.37	$ 8.88	2.7	8.3	38.8	38.5	39.4	0.8	−1.5
Nondurable Goods	$ 9.82	$ 9.64	$ 9.85	1.9	−0.3	39.1	38.8	38.9	0.8	0.5
Food & Kindred Products	$ 9.95	$ 9.72	$10.67	2.4	−6.8	39.2	39.6	39.3	−1.0	−0.3
Printing & Publishing	$10.27	$10.26	$ 9.27	0.1	10.8	38.1	36.7	36.7	3.8	3.8
Nonmanufacturing	$ 6.84	$ 6.82	$ 6.61	0.3	3.5	32.8	33.3	32.8	−1.5	0.0
Mining	$ 7.37	$ 7.48	$ 7.43	−1.5	−0.8	41.4	43.5	42.4	−4.8	−2.4
Contract Construction	$13.05	$13.02	$11.33	0.2	15.2	37.7	38.4	36.5	−1.8	3.3
Transportation & Public Utilities	$10.33	$10.56	$10.19	−2.2	1.4	40.8	40.3	40.0	1.2	2.0
Wholesale & Retail Trade	$ 6.22	$ 6.21	$ 6.03	0.2	3.2	31.3	32.0	31.6	−2.2	−1.0
Finance, Insurance & Real Estate	$ 6.52	$ 6.41	$ 6.17	1.7	5.7	36.2	36.5	35.7	−0.8	1.4
Services	$ 5.90	$ 5.90	$ 5.66	0.0	4.2	31.4	32.2	31.5	−2.5	−0.3

Seasonal upturns in business activity brought Iowa's unemployment rate in April down to 6.9 percent, dropping the rate below 7 percent for the first time since November 1982. A year ago, the unemployment rate was 6.3 percent and last November it was 6.5 percent. The number of unemployed has decreased for the third month in a row. Total employment in April stood at 1,273,900, up 30,700 from last month. Most of the increase was due to a seasonal gain in agricultural employment. In non-farm employment, areas showing sizable gains were construction, retail trade, service and manufacturing.

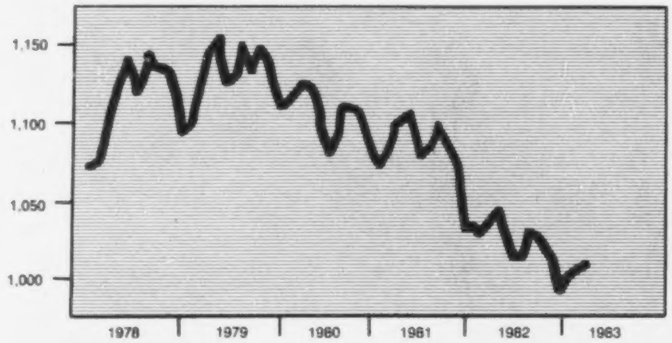
Workers in Iowa's private sector earned $260.95 a week during April, just 97 cents less than during March. The decline was due to a drop of 30 minutes in the nonmanufacturing average workweek. The largest single increase in weekly earnings occurred in manufacturing of construction machinery ($43.30 a week) and the largest decrease occurred in the stone, clay and glass grouping ($30.64 a week).

Iowa's nonagricultural wage and salary employment by place of work from 1978 to the present shows declining employment since 1979. During this time period the largest non-agricultural employment was recorded in June, 1979, and smallest in January, 1983.

Source: Audit and Analysis, Iowa Department of Job Service

Iowa Non-Agricultural Wage and Salary Employment/January 1978 - April 1983

(in thousands)



Acknowledgements

Office for Planning and Programming
523 East 12th Street
Des Moines, Iowa 50319

Edward J. Stanek, Ph.D., Director
Harvey Siegelman, Senior Staff Economist
David M. Annis, Graphic Designer

Iowa Department of Job Service
1000 East Grand Avenue
Des Moines, Iowa 50319

Colleen Shearer, Director
Larry Venenga, Labor Market Analyst

Iowa Ag & Business Indicators

Compiled by the Iowa Development Commission

Labor Demand and Supply[1]

March, 1983

Service Areas	Individual Placements	New Applicants & Renewals	Service Areas	Individual Placements	New Applicants & Renewals
Ames	120	584	Iowa City	148	1,109
Atlantic	87	330	Keokuk	19	315
Burlington	99	888	Marshalltown	42	470
Carroll	50	371	Mason City	8	512
Cedar Rapids	209	2,235	Muscatine	30	449
Centerville	27	271	Newton	56	400
Charles City	5	69	Oskaloosa	49	480
Clinton	113	787	Ottumwa	61	725
Council Bluffs	276	958	Sheldon	34	149
Creston	19	220	Shenandoah	96	492
Davenport	227	1,965	Sioux City	543	1,907
Des Moines	566	2,851	Spencer	38	469
Dubuque	84	1,249	Storm Lake	71	297
Fairfield	39	412	Waterloo	126	1,877
Fort Dodge	218	945	Webster City	40	286
Fort Madison	44	316			
			TOTAL	3,520	22,961

[1] All individual placements made by and applicants listed with Iowa Department of Job Service.

Leading States for Farm Marketing ($Mil.)

	Livestock & Products		Crops		Total	
	2 mos. 83	2 mos. 82	2 mos. 83	2 mos. 82	2 mos. 83	2 mos. 82
U.S.	11,497.4	10,461.2	12,728.8	13,356.1	24,226.2	23,817.3
IOWA	1,151.5	854.4	1,108.2	1,183.8	2,259.7	2,038.2
Illinois	438.7	387.2	1,292.8	1,343.4	1,731.5	1,730.6
Nebraska	745.2	719.5	814.3	784.8	1,559.5	1,504.3
Texas	760.2	822.2	773.8	1,103.6	1,534.0	1,925.7
California	551.7	670.2	851.3	1,205.3	1,403.0	1,875.5
Minnesota	592.9	535.1	595.4	558.0	1,188.1	1,093.1
Kansas	650.9	519.9	464.6	432.5	1,115.5	952.3
Florida	147.7	148.2	844.1	911.8	991.8	1,060.0
Indiana	283.2	254.5	639.8	454.2	923.0	706.7

U. S. Consumer Price Index

	March 1983	March 1982
All Urban Consumers (1967 = 100)	293.4	283.1

U. S. Composite Construction Cost Index

	January 1983	January 1982
U. S. Composite Construction Cost Index (1977 = 100)	163.8	156.5

Business Data

	3/83	3/82	3 mos./83	3 mos./82
New Car Registrations	9,662	5,971	20,367	16,578
Iowa Savings & Loan ($000,000)				
Total Loans Closed	26.2	12.6	55.3	29.5
Savings	129.2	33.7	415.6	22.5
Work Force (000)	1,345.0	1,379.3	1,333.6	1,362.9
Unemployment	102.2	96.4	107.0	92.6
Rate (% of work force)	7.6	7.0	8.0	6.8
Employment	1,242.8	1,282.9	1,226.6	1,270.3

Value of New Dwellings[1] ($000)

	4/83	4/82	4 mos./83	4 mos./82
Ames	$ 130.0	$ 203.0	$ 536.0	$ 351.0
Bettendorf	1,000.3	434.4	1,769.1	528.1
Burlington	81.2	167.0	276.2	408.0
Cedar Falls	393.6	83.8	425.7	223.9
Cedar Rapids	171.1	116.0	544.4	116.0
Clinton	4.5	83.0	156.5	83.0
Council Bluffs	39.0	164.5	187.0	256.6
Davenport	484.8	267.7	2,094.0	846.4
Des Moines	233.1	242.3	1,887.5	846.1
Dubuque	102.7	97.5	172.4	250.7
Fort Dodge	0	0	666.3	0
Iowa City	4,704.4	1,532.0	11,129.1	8,893.0
Keokuk	50.0	965.3	149.0	995.3
Marion	196.0	149.8	404.0	149.8
Marshalltown	47.0	98.0	176.0	162.0
Mason City	196.2	21.0	266.2	106.0
Muscatine	1,408.7	249.5	2,045.7	315.0
Newton	0	73.5	0	109.8
Ottumwa	95.0	988.0	230.0	1,184.0
Sioux City	412.8	871.2	455.4	976.1
Urbandale	865.4	404.8	1,510.4	826.4
Waterloo	270.4	150.8	577.0	649.0
W. Des Moines	1,351.9	314.4	3,431.3	620.6
TOTAL	$ 12,238.1	$ 7,677.5	$ 29,089.2	$ 18,897.6

[1] Single, two-family and multiple residential dwellings, based on housing permits issued.

Quarterly Periods

	1982 II	1982 III	1981 II	1981 III
Net Taxable Retail Sales ($000,000)	3,220	3,379	3,258	3,422
Personal income ($000,000)	31,097	31,663	30,013	30,910

Stock Index

	Iowa*	Dow Jones Industrial
February, 1983	304.95	1,112.62
March, 1983	298.31	1,130.03
April, 1983	341.86	1,226.20

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Prices Received by Farmers

	4/83	3/83	4/82
Corn, bu.	$ 2.97	$ 2.64	$ 2.48
Soybeans, bu.	5.98	5.71	6.05
Oats, bu.	1.68	1.65	2.04
Hogs, cwt.	47.50	50.20	50.90
Beef cattle, cwt.	64.70	60.10	60.20
Calves, cwt.	63.40	64.50	60.50
Milk (whls), cwt.	13.10	13.30	13.20
Sheep, cwt.	15.00	17.80	20.50
Lambs, cwt.	57.70	61.50	60.90
Eggs (market), doz.	.38	.40	.47
All hay, ton baled	55.00	56.00	64.00
Turkeys, lb.	.30	.33	.33

Average Prices Paid by Farmers

	4/15/83	4/15/82
Beef cattle concentrated, 32-36%	$ 12.90	$ 12.80
Hog feed, 38-42% protein	15.50	15.00
Soybean meal, 44% protein	13.00	13.00
Dairy feed, 16% protein	195.00	181.00
Poultry feed, layer ration	190.00	194.00

Commodity Feed Price Ratios

	4/15/83	4/15/82
Hog — corn[1]	16.0	20.5
Beef cattle — corn[1]	21.8	24.3
Egg — feed[2]	4.5	5.3
Milk — feed[3]	1.34	1.46

[1] Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.
[2] Pounds of laying feed equal in value to 12 eggs.
[3] Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

Branstads launch 'See Iowa' push

Gov. Terry Branstad and his family have just returned from their first "mini-vacation" in Iowa.

The weekend of June 25 and 26, the Branstads saw sights in Stone City, Cedar Rapids, West Branch, Iowa City and the Amana Colonies.

The two-day trip was the first in a series of summer and fall tours Branstad will be taking as part of his "See Iowa" campaign.

Later in July, Branstad plans to tour southeast Iowa, followed by two-day trips in August to northwest Iowa, in September to northeast Iowa and in October to southwest Iowa.

"Frankly, I don't think a lot of Iowans, let alone people from out-of-state, know specifically what Iowa has to offer. By putting together a series of two- or three-day mini-vacations, we want to illustrate to vacationers how they can enjoy Iowa," Branstad said.

Branstad plans to continue taking such mini-tours in future years.

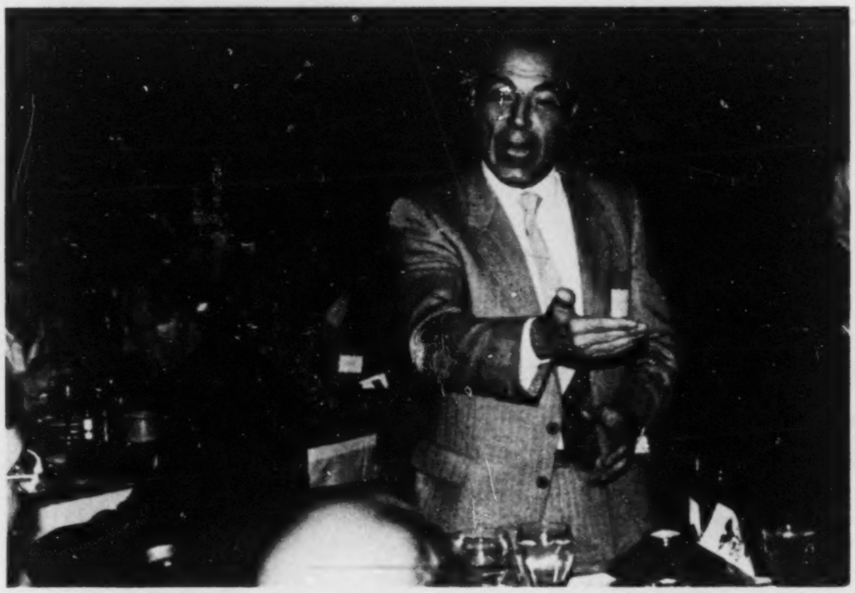
In conjunction with the governor's trips, the Iowa Development Commission's Tourism and Travel Division is producing a booklet describing 10 suggested mini-vacations. The booklet, which is expected to be available in mid-August, will be distributed on request to both in-state and out-of-state residents.

"Our market research has suggested Iowa would be a good place for brief, weekend vacations," said Paul Comer, director of the IDC's Tourism Division. "We hope the publicity generated by the governor's trips and the booklet will entice travelers to take similar tours, or plan their own."

The governor also has taped a TV public-service announcement, urging Iowans to "See Iowa" this summer.

Here is a brief sketch of the governor's upcoming mini-tours:

- July 16 — Clinton, Le Claire, Toolesboro, Burlington, Geode State Park, Bonaparte, Keosauqua.
- July 17 — Lacey-Keosauqua State Park, Keokuk.
- Aug. 27 — Sioux City, Le Mars, Orange City, Cherokee, Storm Lake.
- Aug. 28 — Black Hawk Lake State Park, Denison, Preparation Canyon State Park.
- Sept. 24 — Decorah, Spillville, Fort Atkinson, Festina, McGregor, Effigy Mounds National Monument, Quasqueton, Cedar Rock.
- Sept. 25 — Independence, Waterloo, Waverly, Nashua.
- Oct. 1 — Missouri Valley, DeSoto Bend National Wildlife Refuge, Elk Horn, Kimballton, Viking Lake State Park, Stanton, Red Oak, Shenandoah.
- Oct. 2 — Tabor, Glenwood, Oakland, Council Bluffs.



Kleber Hayes, head of a French trade delegation that visited Iowa in May, addresses those at his table. Iowa business people reported making several important trade contacts during the team's visit, which was coordinated by the Iowa Development Commission.

Forest fest set for July 16-17

The Forest Craft Festival, a celebration of the role forests play in the lives of man and wildlife, will be held July 16 and 17 in Lacey-Keosauqua State Park in southeast Iowa.

The festival annually attracts thousands of people to Lacey-Keosauqua, considered by some to be Iowa's most beautiful state park.

Visitors interested in wood crafts and construction can observe craftspeople at work (and buy the results), learn about forest management, try their skills with a cross-cut or buck saw, watch the operation of a sawmill, and see a canoe carved from wood.

Fireplace and wood stove owners can find out which woods burn best and the best ways to cure firewood.

Admission to the festival is free, with activities scheduled from 8 a.m. to 5 p.m. each day. The festival is sponsored by the Iowa Development Commission, the Iowa Conservation Commission and the people of Van Buren County.

Scheduled for the same weekend in the historic villages that surround Lacey-Keosauqua is the Van Buren County Summer Arts Festival. Activities include: art displays in all media, antique flea markets, photography exhibits and stage productions.

Koubek joins IDC

Cathy Koubek has been named assistant director of the Agricultural Development and Promotion Division for the Iowa Development Commission.

For the past two years, Koubek has been a marketing consultant with the Nebraska Department of Agriculture. Koubek is a 1979 graduate of the University of Nebraska with a B.S. degree in home economics with an emphasis in education and public relations.

Gov. Terry Branstad meets with some of the 260 tourists he talked with while at the Waukee information center along Interstate-80 in early June. Branstad "sold" Iowa to travelers from 14 states.

'Mississippi' TV shows to be shot in Dubuque

Three episodes of the television series "The Mississippi" will be shot this summer in the Dubuque area, with filming scheduled to begin in late July.

Warner Communications, producer of the series, is expected to use local talent and services during the three weeks of shooting. The Iowa Development Commission's Film Office was called on to help research the area.

"The Mississippi" debuted last television season on the CBS network. The show stars Ralph Waite, who played John Walton Sr. in "The Waltons." In this series, Waite plays a big-city lawyer who decides to leave the legal profession and buy a riverboat. The series centers on his adventures as he travels up and down the Mississippi River.

Dubuque is an area experienced in film work. In recent years, two feature films have been shot there. Each film had a substantial economic impact on the area because of money spent by the production companies for lodging, meals and a variety of other services.

Bill Lindstrom, IDC film coordinator, said Dubuque can expect similar, if smaller, benefits from the shooting of "The Mississippi" episodes.

Foreign business inquiries

Call 515/281-3581 for more information

Relays

A German manufacturer of electronic relays and controls is seeking a U.S. distributor for its products. Cooperation would eventually evolve into a joint venture to manufacture the products directly in the United States. The German firm was established in 1961 and employs about 100 workers. **(G53-4236J)**

Blinds

A small German manufacturer of high-quality vertical blinds is seeking a joint venture with a U.S. company to manufacture and market its products. The German firm intends to provide the machinery and know-how. The firm was established in 1978 and employs 10 people. **(G53-4925J)**

Control systems

A Belgian firm is interested in granting a license to an American company for its suction and flow-control system for wells. Although it is not a filtering system, the product will deliver sand-free water. **(B53-5038L)**

Iowa
a place to grow

IDC DIGEST

July, 1983 Vol. XII-No. 8

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Jack C. Bailey	Director
Keith Heffernan	Deputy Director
Doug Getter	Asst. to Director
Dave Schuetts	Administrative Services
Jim Blume	*Digest* Editor
Lynette Broders, Ag Development, Promotion	281-5376
Ralph Schlaefle, Community Betterment	281-3536
Paul Wagner, European Office Industrial	281-3500
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Billboards promoting foods, tourism available from IDC

The Iowa Development Commission is launching in July its second billboard promotion campaign.

The campaign features two new designs. The first promotes the IDC's new food-marketing program: "Savor. A Taste of Iowa." The second billboard promotes tourism: "Linger awhile . . . Iowa likes your company."

The IDC also is assisting the Iowa State Education Association in the production and publicizing of a billboard promoting Iowa schools. That sign reads: "Take Pride in Iowa Schools."

The billboard posters were designed by the IDC's Public Information Division and are available free of charge to outdoor advertising companies and civic groups.

The first campaign last fall met with what IDC officials termed "phenomenal" success. The "year's supply" of 200 billboard posters was ordered during the first two weeks of the program.

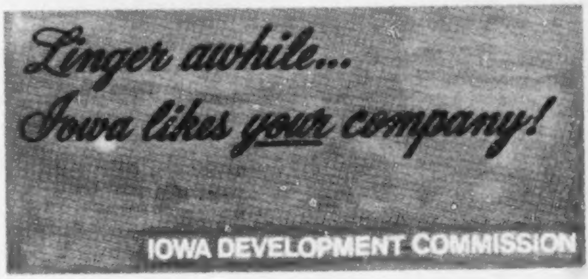
Those billboard designs promoted the Iowa Community Betterment program and the state in general.

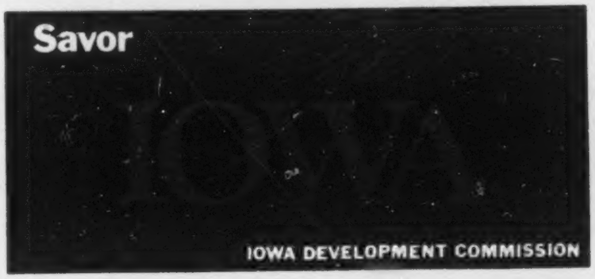
Companies or groups that ordered billboards after the supply ran out will be contacted about the new campaign.

Billboard companies often use posters of this type to fill unsold space or as a public service. Space is provided on the billboard posters for civic or other groups to add their names to them.

The campaigns are designed to create a positive feeling about the state among Iowans.

For more information on how to obtain billboards write: Public Information Division, Iowa Development Commission, 250 Jewett Building, Des Moines, Iowa 50309. ◆


Linger awhile...
Iowa likes your company!
IOWA DEVELOPMENT COMMISSION



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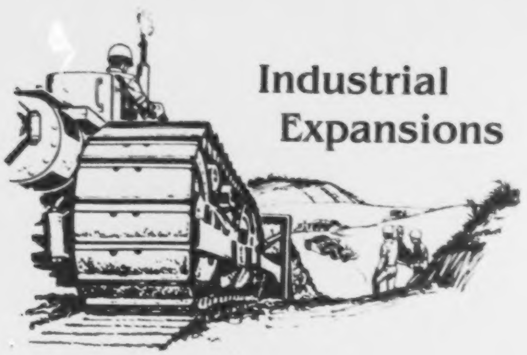
Iowa Development Commission
Digest
August, 1983

Balance of trade: Are we our own worst enemy?

Story on page 5



Industrial Expansions

Good news on jobs front

Cargill Inc.

Cargill Inc. has announced plans to build a $100 million corn processing plant near Eddyville.

The plant annually will use more than 20 million bushels of Iowa corn and up to 150,000 tons of coal — about half of it from Iowa — in its initial phase.

Construction of the plant is scheduled to begin this summer. About 250 workers will be employed to build the plant, with 80 to 100 employees required to operate it when it's completed in early 1985.

"A very big factor" in the decision to build the plant, according to Ernest Micek, president of Cargill's Domestic Corn Milling Division, was the growing demand for high fructose corn syrup as an alternative sweetener in soft drinks and a variety of other foods. (See fructose story on page 3.)

"We found in Iowa," Micek said, "a favorable business climate that encouraged the cooperation of state and local governments in securing the necessary permits and in overcoming a number of other major hurdles."

IBP Inc.

IBP Inc. plans to double the slaughter capacity and nearly double the work force at its pork plant in Storm Lake.

Company officials said the $10 million expansion project would increase employment at the facility to 1,000 workers and boost the slaughtering capacity to 3 million hogs per year. The expansion is scheduled to be completed early next year.

The project will bring IBP's investment in the plant to more than $20 million. IBP purchased the plant from Hygrade Food Products and opened operations there in September 1982.

Scranton Manufacturing Inc.

Scranton Manufacturing Inc. of Scranton, Iowa, has announced that it plans to produce a new two-person motorcycle-car at the former Heider Manufacturing Co. plant in Carroll.

The Carroll facility will operate as a subsidiary of Scranton, under the name of Wellbuilt Manufacturing. Production of the vehicle, called the "Litestar," is scheduled to begin in August. The work force is expected to exceed 100 employees when the plant reaches full capacity.

Scranton is the first company in Iowa — and believed to be one of the first in the nation — to take advantage of a new financing package now available to small businesses.

The new program allows businesses to use tax-exempt, industrial-revenue bonds in combination with loans from the federal Small Business Administration's 503 program. The effect of this is to allow new and expanding small businesses to obtain loans at a lower-interest rate than is possible through conventional sources.

Westinghouse Learning Corp.

Westinghouse Learning Corp. of Iowa City has been awarded a $29 million contract with the federal government that could add 100 new jobs to its current payroll of 300 workers.

The contract with the U.S. Department of Education involves data processing for the government's Basic Education Opportunity Grants, often called Pell Grants. The contract extends through 1987.

Iowa Ham Processors Inc.

Iowa Ham Processors Inc. has announced that it will begin packing hams by mid-August in the former Dubuque Pack plant in Vinton.

The plant will open with a workforce of between 20 and 25, company officials said. The payroll could grow to 120, they predicted.

Iowa Ham Processors will be packaging hams for other packers and not carry a label of its own.

Genpack Corp.

Genpack Corp. of Glens Falls, N.Y., has announced plans to build a 100,000 square-foot manufacturing plant in the Iowa Falls industrial park.

Construction of the plant is expected to begin in August, with completion scheduled for late fall. Genpak officials said they plan to hire about 55 workers at first, with the possibility that the work force could grow to 100 in several years.

The plant will manufacture industrial containers.

Millard Warehouse

Millard Warehouse of Omaha is planning to build a $3.1 million food storage, processing and distribution center on a 10-acre site in an Iowa City industrial park.

The 152,000 square-foot building is scheduled to be completed by Oct. 1. Warehousing and food packaging operations at the building will create at least 50 jobs, according to company officials.

Equitable of U.S.

Equitable Life Assurance Society of the United States plans to employ 230 people at a newly opened re-

(Cont. on page 11)

CORN:

It's the real thing!

When Donald Keough was growing up on a northwest Iowa farm, the last place he expected to find the corn his father grew was in a bottle of pop.

"You would have been a lunatic to think that," said Keough.

But two things have happened in the years since Keough left his parents' Plymouth County farm.

Keough is now the president and chief executive officer of Coca-Cola Co. And a derivative of corn is now the major sweetener in many of the world's most popular soft drinks.

Yes, fructose — technically called high fructose corn syrup — has come of age. If you're the average American, you now consume 25 pounds of fructose each year — most of it in soft drinks, but also in baked and canned goods and in condiments. That 25 pounds of fructose is one-quarter of your average sweetener intake each year.

The former Iowa farm boy is no longer surprised.

"We have a great belief in the sweetener that has been developed out of your effort," Keough told a group of Iowans.

Jobs, markets

To Iowa, the meaning of all this is clear. To Iowa laborers, the widespread acceptance of fructose translates into jobs. To Iowa farmers, it means a new market for their corn.

The recent announcement by Cargill Inc. that it plans to build a $100 million corn processing plant near Eddyville is only the latest in a series of fructose-related good news. The plant is slated to create at least 80 permanent jobs and use more than 20 million bushels of Iowa corn a year. (See Cargill section in the industrial expansions story on page 2.)

The Cargill announcement was preceded by news that The Hubinger Co. in Keokuk planned a $5.4 million expansion of its fructose production line. Although no new jobs are anticipated from the expansion, the project will increase the line's capacity by 65 percent, according to company officials.

Earlier this spring, Coca-Cola Co. and Pepsico announced that they plan to boost their use of fructose.

And more than a year ago, Archer Daniels Midland Co. signed a lease for the former Clinton Corn Processing Co. plant in Clinton, part of which is used to produce fructose.

ADM also produces fructose at its Cedar Rapids plant. In fact, 40 percent of the country's fructose is said to be produced by five corn wet-milling plants in Iowa.

"The additional jobs created by wet milling in Iowa — at the plants, within the transportation industry and through allied services — are important to this state," said William H. Burger of Waterloo, former chairman of the Iowa Development Commission, at a recent reception in Des Moines to honor Keough and Coca-Cola, sponsored by the Iowa Corn Promotion Board.

"But even more important than the jobs is the effect of corn processing on agriculture," Burger noted.

The corn board estimates that, during the past decade, demand for corn sweeteners by the soft drink industry has increased the average price of a bushel of corn by 10 cents.

History

The fructose story began in the early 1970s. Regular corn syrups and corn dextrose, of course, have been used as food sweeteners for

(Cont. on page 4)

Donald Keough, a former Struble, Iowa, farm boy and now the chief executive officer of the Coca-Cola Co., addresses a group of Iowans at a recent reception in Des Moines, sponsored by the Iowa Corn Promotion Board. The reception was in honor of Coca Cola's increasing use of the corn-derived sweetener fructose.

(Cont. from page 3)

years. And fructose, despite its foreboding-sounding name, is the substance that gives fruits and honey their natural sweetness. It's one of five common sugars found in nature.

But until new technology made it possible to rearrange the atoms in the sugar found naturally in corn starch (dextrose), nothing much was heard of fructose.

What the new technology yielded was a sweetener one and a half times as sweet as sucrose, or common table sugar. It also was a sweetener that could be refined with much less energy than was required by sugar cane or beets.

In the mid-1970s, wide fluctuations in the price and supply of cane and beet sugar made a sweetener like fructose, derived from the country's abundant corn supplies, even more attractive.

Reservations

Still, Coca-Cola's Keough said, the decision to use fructose in his company's most famous product was a "bold and tough one." Executives worried about damaging customer loyalty.

Coca-Cola now, though, is the country's largest user of fructose, offering a potential market for up to 100 million bushels of corn a year, the annual production of six average Iowa counties.

Pepsico officials said they studied fructose for three years and conducted extensive consumer tests before approving the sweetener's use in Pepsi-Cola. Using fructose, they said they found, would lower their costs and enable them to increase their marketing efforts without changing their earnings picture.

A soft drink industry analyst said companies are switching to fructose to stay competitive.

"It's a sweetener that meets their needs," said Lucy Norton of the Iowa Corn Promotion Board. "They've found the quality is equal to or better than common sweeteners."

The corn board has been working to promote fructose since 1978, using funds provided by farmers and landowners through the one-tenth cent per bushel check-off. Since that time, fructose use by soft drink companies has grown from the equivalent of a potential 17.5 million bushels of corn to the current potential of 185 million bushels.

Mixtures

Pepsi and Coke actually are among the few soft drinks these days that still contain less than an approved sweetener mixture of 100 percent fructose. Bottles and cans of Coke and Pepsi use a 50 percent fructose-50 percent sucrose mixture. Drinkers of Mountain Dew, Dr. Pepper, Sprite, Squirt and Seven Up, on the other hand, have been tasting sodas made of 100 percent fructose for several years. Only five of the top 20 soft drinks now contain less than the 100 percent mixture, Norton said.

"There's still room for growth, especially since two of the most popular soft drinks in the world contain less than 100 percent fructose," Norton said. "It's a very promising area."

The corn board is predicting that, in 1987, fructose use by the soft drink companies will require 300 million bushels of corn, more than 110 million bushels above current use. Norton said a rough estimate is that every 10-million bushel increase in demand for corn adds six-tenths of a cent to the price of each bushel.

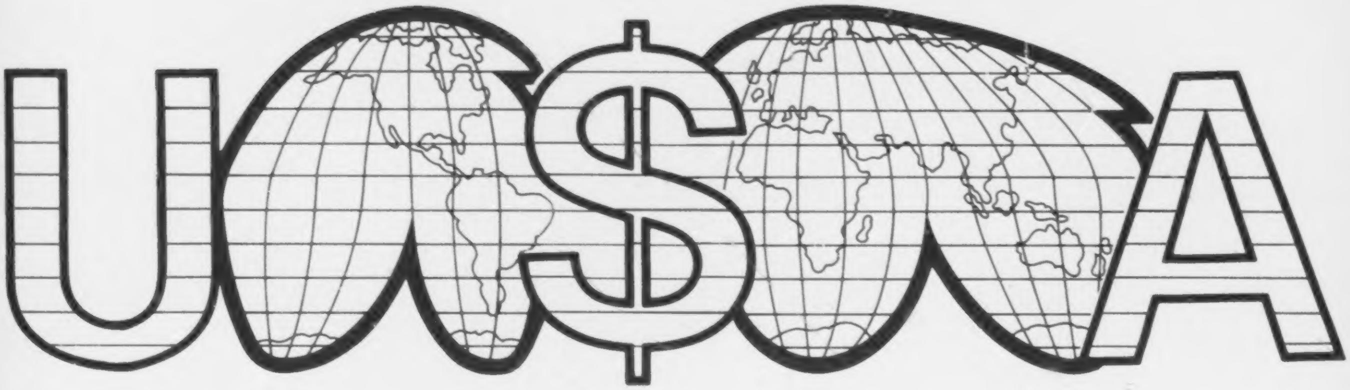
Fructose's other uses

Total fructose production in 1987, when all uses of the sweetener are considered, could require up to 400 million bushels of corn a year, the corn board predicts.

ADM spokesman Ed Nissen said bakeries, the canning industry and condiment makers are all stepping up their use of fructose. In baking, 25 percent of the industry used fructose in some way in 1982, Norton said.

And the corn board is looking now to makers of specialty baking goods and ice cream as another big market for fructose. Researchers also are seeking a way to economically produce dry fructose so it can be kept in the traditional sugar bowl and used at home.

"In the near future, people will be consuming fructose in cake mixes, puddings, gelatin, salad dressings and snack cakes," Norton said. "And the best predictions are that fructose will be found in many more products in the years beyond." ♣



A businessman's view of America's foreign trade woes

By Marlin R. Cone

Exports are a critical part of the United States economy. Today, one out of every seven jobs exists because of exports. And in agriculture, the most significant sector of Iowa's economy, 40 percent of our production is dedicated to exports.

Yet, the United States has a serious problem with its international trade today. Since 1970 there has been only one year, 1975, when the United States had a surplus in its trade balance. The deficits the United States has incurred in international trade during the last 33 years clearly demonstrate the magnitude of the trend which has been developing:

U.S. Balance of Payments (in billions of dollars)

1950	1960	1970	1976	1978	1980	1982
1.0	4.6	2.3	-8.3	-31.1	-24.3	-34.6

Since 1965, imports as a percentage of the total domestic sales for autos, steel, televisions and radios have risen dramatically:

Imports as a Percentage of Domestic Sales in U.S.

	1965	1980
Motor Vehicles & Parts	1.7%	23.0%
Radios & TVs	9.2%	76.8%
Iron & Steel	4.8%	10.9%

And any good marketing executive will want to analyze what his company's market share is. As can be seen on the last slide, the U.S. share of the total export "pie" has been shrinking:

U.S. Percentage of World Exports*

1960	1970	1976	1978	1980
25.3%	21.1%	18.8%	17.0%	18.3%

*Excludes mineral fuel products, processed foods, oils, firearms of war and ammunition.

There can be no mistake about the direction of the trends and about whether or not the trends are firmly in place. The United States has allowed its leadership position to dissipate and the dissipation appears to be taking place at an accelerating rate.

Today, I want to analyze the current situation with you, then identify some of the problems we (the U.S. business community) have with this situation, and, finally, explore possible solutions to these problems.

International novices

It is painfully and embarrassingly evident to me that U.S. businessmen are novices in international business. Certainly there are U.S. companies and individuals which represent an exception to this statement. But, in general, we are novices when compared to the

(Cont. on page 6)

Marlin R. Cone is president of IBP International Inc. of Dakota City, Neb. This article is excerpted from a speech Cone recently gave on America's foreign trade troubles, the causes and the solutions. Cone addressed 150 business executives and government officials at the Governor's Conference on Export Expansion in Des Moines in June. The charts presented here are taken from slides Cone used during his speech.

(Cont. from page 5)

Europeans, the Japanese and the Australians. Not enough U.S. businessmen have the ability to conduct business negotiations in the language of the hosts' native country. And, if you can agree with me that learning a language is far more than learning how to speak some new words — i.e., it involves the development of a deep understanding of the culture and the people — then you can agree with me that we do not understand our international marketplace as well as we should.

Perhaps this lack of cultural understanding and lack of foreign language capabilities, alone, is enough to explain the unfavorable trends we have just reviewed. Certainly on a domestic level, a company cannot survive if its management does not know and understand the markets it is attempting to serve.

I am constantly reminded in my travels of my own inadequacies and those of my fellow U.S. businessmen regarding our foreign language capabilities and our understanding of foreign cultures and people. Nearly every foreign businessman I meet has a respectable command of the English language, an excellent understanding of the U.S. business system and an impressive understanding of American people.

All of this gives the foreign businessman a significant advantage in his negotiations with U.S. businessmen. (I might add that, in my opinion, the same statements can be accurately applied to U.S. government officials.)

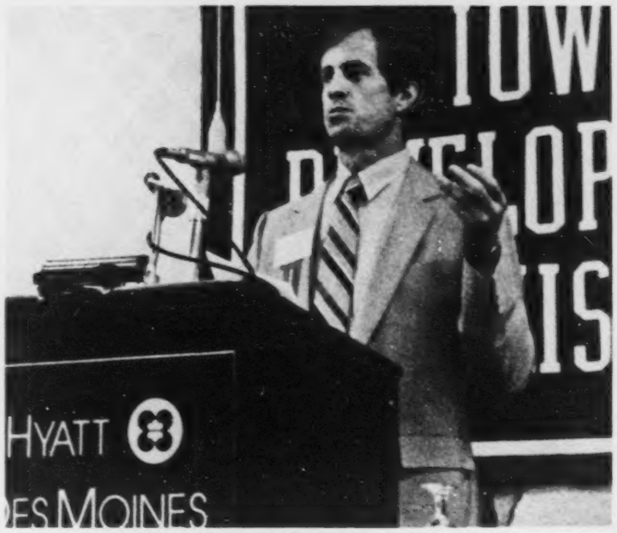
It is very frustrating to me to meet with foreign businessmen, conduct the majority of our negotiations in English, but have them conduct a "private" discussion in their language in my presence when our negotiations are at a critical point. If this doesn't put them at an advantage, then I don't understand negotiations very well. By understanding their language and culture we can reverse the roles and we can be negotiating from a position of strength.

'U.S. manufacturers will need to be more aggressive worldwide to maintain their growth'

Domestic growth

Another factor impacting the U.S. performance in international markets until recently has been the tremendous growth of our domestic economy. There are many who believe that growth of our domestic markets will be limited for the foreseeable future.

Whether that is true or not, I cannot say. But one thing is certain: The nature of our domestic market is undergoing significant changes. It is anticipated that, for the first time in history, during 1983 the total value of services will exceed the total value of goods consumed in the United States. Those companies in the business of manufacturing goods will need to become more aggressive in seeking international markets for their products if they are going to maintain their growth. We cannot afford to continue treating the international market lightly.



Marlin R. Cone

The strength of the U.S. dollar has been another factor which has negatively impacted U.S. exports. For example, the price of our products has increased by 6.5 percent to French customers due solely to the strengthening of the dollar against the French franc during the past eight months. Additionally, and consequently, there is a significant shortage of dollars with which our foreign customers can pay us. Certainly the sole blame cannot be laid on the growing U.S. budget deficit, but it has to be considered one of the key, if not the major, causes of the problem. We all need to keep the heat on our politicians to conduct themselves more responsibly fiscally so we can maintain our competitive viability in our export markets. The current trends of the shrinking share of the total export markets and growing trade deficits cannot continue much longer without some very grave consequences for our country.

Unrealistic barriers

Our situation certainly has not been helped by the proliferation of non-tariff trade barriers. Japan has unrealistic, even ridiculous, restrictions on the importation of U.S. manufactured goods ranging from autos to meat. It is unbelievable that we have stood silently by and allowed this situation to grow into what it is today. And none of us can afford to let this happen to the United States again. We must — I repeat, We must — all be certain that our government officials keep the pressure on the Japanese to open their markets to our products on the same basis we have opened our markets to their products.

The remaining obstacle I have on my list is the image in international circles that the United States is an unreliable supplier. The embargo on soybeans in the early '70s, the embargo on the Soviets in the late '70s and recently on the pipeline, the boycott of the 1980 Olympic Games, and other such political decisions in Washington have undermined the marketing effort of U.S. businessmen for years to come. It will take us a long time and a concerted effort to overcome this bad image in the marketplace.

Why do we persist on being our own worst enemy? Those nations who are our competitors seem to treat business issues separately from politics. If we are to compete effectively, perhaps we will be required to separate business issues from political issues as well.

The total blame for this reputation cannot be laid on the politicians, however. How many U.S. businesses have used the international marketplace as a means of disposing of their surplus or inferior quality production?

Solutions

If the United States and U.S. businesses are to overcome the problems just discussed it will be imperative that U.S. businesses and government institutions work together as they never have before, and that all parties present a unified front. Both parties, business and government, have the responsibility to see that this unity is solid.

In the past, U.S. negotiations have been typified by internal dissent and a lack of consensus. The foreign negotiators on the other side are experts at spotting a "crack in the dam" and driving a "wedge into that crack" until the "dam" gives way. That is, our negotiating position becomes significantly compromised. Again, we have been our own worst enemy and have played right into the hands of the opposition. We must operate more intelligently in the future.

The next priority for overcoming the export problems is for the U.S. business/government communities to develop improved export skills. This should consist of:

- Better foreign language skills amongst those involved in international activities, and the development of foreign language skills in our schools.
- A better understanding of the business practices, business systems and culture of foreign countries on our part.

In this regard, I want to issue a challenge to the Iowa Development Commission to, if you are not already doing so, accept as a part of your responsibility the education of Iowa businessmen and governmental officials about the history, culture, customs, business practices, business systems, and, yes, language of specific foreign countries.

- A customer-oriented marketing effort for our international activities.

Our foreign competitors go to the foreign customer and ask: "What are your needs?" "What can we do for you?" "How would you like us to manufacture our products for you?" The U.S. company has a tendency to go to the foreign customer with the attitude, "Here is our product catalog for our U.S. production — which one of these do you want to buy?" We must recognize that our international customers are unique and that they have a unique set of needs.

'Many U.S. companies are too oriented to their short-range plans'

- A commitment to the long-range potential of the marketplace is essential.

It is critical that we have a solid, long-range plan, and that our commitment to it be firm. Many U.S. companies are too oriented to their short-range plans and they walk away when success may have been just around the corner.

Do you really think the Japanese built the solid base of auto business they now have in the United States overnight? No. They did so after many years of trials, tribulations and a great amount of commitment to the marketplace.

- The United States must develop alternatives to the use of embargoes as a means of dealing with political issues, and we must perform better in the management of our federal budget.
- We need to develop a "skills bank" on barter trade.

The outlook for the availability of hard currency amongst our international customer base during the next ten years is not good. If the competition learns to conduct barter trade and we do not, who do you think will get the business?

- A very firm, unified negotiating posture in dealing with the various trade issues is imperative.

We must be unrelenting and committed. I might add, however, it is incumbent upon us to be certain that the "other side of the coin" is clean — i.e., that we do not have unreasonable, unrealistic demands on countries exporting to the United States.

- And, finally, the development of a strategy for the marketing of value-added products instead of raw

(Cont. on page 10)

Iowa firms, groups win export awards

Seven Iowa companies and associations received Governor's Export Awards in June at the Governor's Conference on Export Expansion in Des Moines.

Receiving awards were:

- Grain Processing Corp. of Muscatine.
- International Business Associates of Cedar Falls.
- Midamar Corp. of Cedar Rapids.
- Pioneer Hi-Bred International Inc. of Des Moines.
- Sioux Honey Association of Sioux City.
- Siouxland International Trade Association of Sioux City.
- Universal Gym Equipment Inc. of Cedar Rapids.

The awards recognize "outstanding success in creating jobs and economic growth in Iowa through exporting." The winning firms were chosen by a panel of representatives from the state's international trade associations. ❖

Ad campaign focuses on high-tech

Iowa billed 'A State of Minds'

Promotion of Iowa as a place for high technology to grow will begin in earnest in August.

That's when the Iowa Development Commission will launch a $150,000 print and radio advertising campaign centered on the theme: "Iowa — A State of Minds."

"We want to reach business people from throughout the United States to let them know what Iowa has to offer high-technology companies," said Jack Bailey, IDC director.

"I think some of them will be surprised when they discover the high technology already in place here," Bailey said.

Nearly 35,000 Iowans currently are employed in what are considered high-technology jobs, according to a report by the Iowa High Technology Task Force.

The money for the advertising campaign was appropriated by the 1983 Iowa Legislature. Legislators also approved the establishment of a High Technology Council to coordinate Iowa's efforts to attract advanced-technology industries.

The IDC is looking to high technology as one way to bring jobs to Iowans because of its growth potential. A recent Congressional study found that high-technology industries accounted for 75 percent of the net growth in manufacturing jobs in the United States between 1955 and 1979.

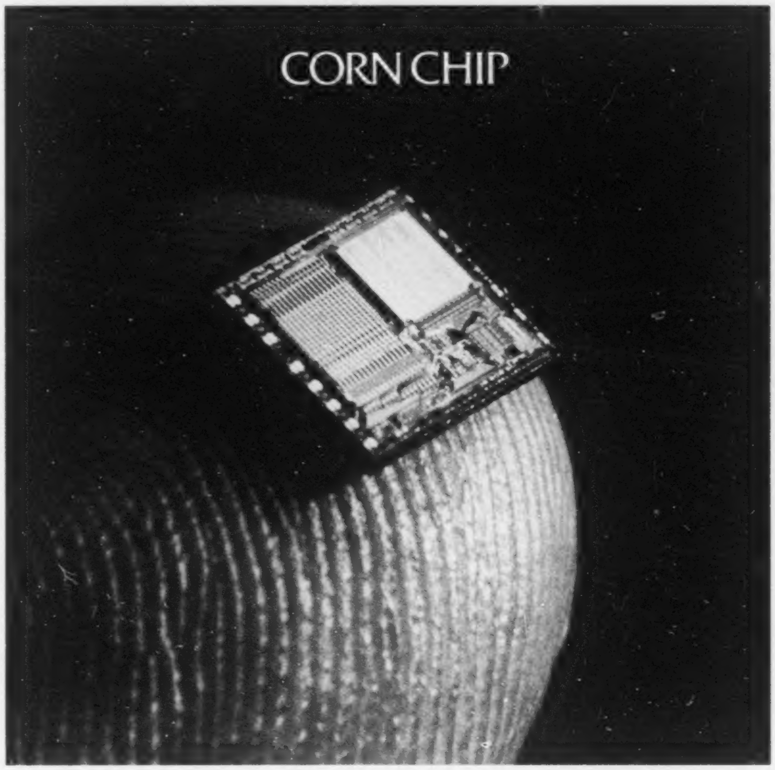
Five advertisements

The print portion of the campaign will feature five advertisements. The ads will be placed in magazines geared to high-technology businesses.

Several of the advertisements play on Iowa's rural image.

One is titled "Corn Chip," and features a computer microchip. Another labeled "Rural Medicine" stresses state-of-the-art medical research at University Hospitals in Iowa City. Yet another is titled "Simple Country Folk" and features robots.

The others in the series of five ads focus on genetic research in Iowa ("Our Brand of Designer Genes") and on Iowa's people ("Our Brain Trust").



I'm told the Advanced Architecture Microprocessor shown here represents quite a significant step forward in the development of advanced semiconductor devices. It was designed by the Avionics Group of Rockwell International in Cedar Rapids, Iowa. You see, here in the heart of the Corn Belt, we produce ideas as well as grain.

Iowans are also working on development of robotics for the space program... imaging techniques that use ultrasound and computer enhancement in the diagnosis of pathogenic tissues... and a computerized system which teaches deaf people to speak through visual feedback.

I'm proud of what Iowans are doing in the field of microelectronics and in other areas of high technology. But I'm not surprised.

Our state has an outstanding educational system at all levels which teaches basic and advanced skills that equip our students for success. Iowa's tax and business environment is favorable to progressive companies. And we have a work ethic here that is conducive to producing results.

If your company is looking for the right environment for growth and expansion, Iowa has a lot to offer you. I encourage you to call my office direct at this special number — **(515) 281-3000.** *We'll put our best minds to work on your needs right away.*

Terry E. Branstad

Terry E. Branstad
Governor of Iowa

IOWA: A State Of Minds

IOWA DEVELOPMENT COMMISSION DEPT A DES MOINES IOWA 50319

Featured in all of the ads is an invitation to phone Gov. Terry Branstad.

"The governor may not be in at the time the businesses call, but you can be sure he plans to answer all messages," Bailey said.

"We feel the governor may be our biggest asset in getting some of these firms interested in Iowa," he added.

The advertisements are scheduled to run nine months.

Meanwhile, 30-second radio spots will run twice a week for 10 weeks on the CBS-syndicated radio show "Today in Business." The radio spots will feature a progress report on high technology in Iowa.

"As near as we can tell, we're one of the first states in the country to use radio advertising to promote high-technology development," Bailey said.

The IDC's Industrial Division also is planning a mass mailing of a brochure promoting Iowa's assets. The brochure will be sent to high-technology business executives throughout the country. ✦

Iowa Ag & Business Indicators

Compiled by the Iowa Development Commission

Labor Demand and Supply[1]

April, 1983

Service Areas	Individual Placements	New Applicants & Renewals	Service Areas	Individual Placements	New Applicants & Renewals
Ames	75	611	Iowa City	149	1,313
Atlantic	88	274	Keokuk	33	318
Burlington	108	843	Marshalltown	28	305
Carroll	79	407	Mason City	100	578
Cedar Rapids	208	1,743	Muscatine	23	482
Centerville	32	200	Newton	74	541
Charles City	20	193	Oskaloosa	60	635
Clinton	99	612	Ottumwa	122	620
Council Bluffs	131	847	Sheldon	49	175
Creston	32	272	Shenandoah	80	374
Davenport	209	1,574	Sioux City	305	1,192
Des Moines	393	2,332	Spencer	44	418
Dubuque	139	1,310	Storm Lake	76	295
Fairfield	51	317	Waterloo	182	1,930
Fort Dodge	110	858	Webster City	27	305
Fort Madison	28	280			
			TOTAL	3,149	20,792

[1] All individual placements made by and applicants listed with Iowa Department of Job Service.

U.S. Consumer Price Index

	April 1983	April 1982
All Urban Consumers (1967 = 100)	295.5	284.3

U.S. Composite Construction Cost Index

	March 1983	March 1982
U.S. Composite Construction Cost Index (1977 = 100)	159.3	156.3

Business Data

	4/83	4/82	4 mos./83	4 mos./82
New Car Registrations	8,622	8,103	28,989	24,681
Iowa Savings & Loan ($000,000)				
Total Loans Closed	38.4	18.5	93.6	48.0
Savings	41.1	-42.3	456.7	-19.8
Work Force (000)	1,367.6	1,377.8	1,342.1	1,366.6
Unemployment	93.7	96.7	103.7	93.7
Rate (% of work force)	6.9	7.0	7.7	6.9
Employment	1,273.9	1,281.1	1,238.4	1,273.0

Value of New Dwellings[1] ($000)

	5/83	5/82	5 mos./83	5 mos./82
Ames	$ 327.0	$ 42.0	$ 863.0	$ 393.0
Bettendorf	413.5	467.7	2,182.6	995.8
Burlington	0	85.0	276.2	493.0
Cedar Falls	165.5	50.7	591.2	274.6
Cedar Rapids	183.5	62.0	727.9	178.0
Clinton	25.0	0	181.5	83.0
Council Bluffs	141.7	39.2	328.7	295.8
Davenport	649.8	282.8	2,743.8	1,129.2
Des Moines	774.5	402.4	2,662.0	1,248.5
Dubuque	162.2	0	334.6	250.7
Fort Dodge	0	0	666.3	0
Iowa City	4,373.8	595.6	15,502.9	9,488.6
Keokuk	48.0	202.0	197.0	1,197.3
Marion	0	73.9	404.0	223.7
Marshalltown	61.0	100.0	237.0	262.0
Mason City	127.0	162.0	393.2	268.0
Muscatine	721.1	156.7	2,766.8	471.7
Newton	0	38.0	0	147.8
Ottumwa	75.0	73.0	305.0	1,257.0
Sioux City	146.4	800.0	601.8	1,776.1
Urbandale	737.7	126.2	2,248.1	952.6
Waterloo	133.0	73.3	710.0	723.1
W. Des Moines	2,167.8	482.2	5,599.1	1,102.8
TOTAL	$ 11,433.5	$ 4,314.7	$ 40,522.7	$ 23,212.3

[1] Single, two-family and multiple residential dwellings, based on housing permits issued.

Farm Retail Price Spreads

	April 1983	April 1982
Beef, Choice:		
Retail price (cts./lb.)	244.5	240.4
Net carcass value (cts.)	160.3	162.2
Net farm value (cts.)	151.0	151.8
Farm-retail spread (cts.)	93.5	88.6
Pork:		
Retail price (cts./lb.)	173.9	163.0
Wholesale value (cts.)	108.8	114.0
Net farm value (cts.)	75.7	82.7
Farm-retail spread (cts.)	98.2	80.3
Dairy Products:		
Retail cost (1967 = 100)	250.1	247.5
Farm value (1967 = 100)	260.5	259.4
Farm-retail spread (1967 = 100)	240.9	237.1
Eggs:		
Retail cost (1967 = 100)	174.9	186.9
Farm value (1967 = 100)	182.0	208.1
Farm-retail spread (1967 = 100)	164.7	156.3

Quarterly Periods

	1982		1981	
	II	III	II	III
Net Taxable Retail Sales ($000,000)	3,220	3,379	3,258	3,422
Personal Income ($000,000)	31,097	31,663	30,013	30,910

Stock Index

	Iowa*	Dow Jones Industrial
March, 1983	298.31	1,130.03
April, 1983	341.86	1,226.20
May, 1983	363.71	1,199.98

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Price Received by Farmers

	5/83	4/83	5/82
Corn, bu.	$ 2.92	$ 2.90	$ 2.51
Soybeans, bu.	5.98	6.03	6.16
Oats, bu.	1.78	1.84	2.04
Hogs, cwt.	46.90	46.90	56.30
Beef cattle, cwt.	61.60	62.20	63.80
Calves, cwt.	65.70	64.90	64.50
Milk (whls), cwt.	13.20	13.30	12.90
Sheep, cwt.	11.80	14.50	18.10
Lambs, cwt.	59.40	58.00	65.60
Eggs (market), doz.	.45	.38	.35
All hay, ton baled	57.00	55.00	59.00
Turkeys, lb.	.35	.30	.35

Average Price Paid by Farmers

	5/15/83	5/15/82
Beef cattle concentrated, 32-36%	$ 13.30	$ 13.30
Hog feed, 38-42% protein	15.50	15.10
Soybean meal, 44% protein	13.00	13.00
Dairy feed, 16% protein	195.00	189.00
Poultry feed, layer ration	200.00	205.00

Commodity Feed Price Ratios

	5/15/83	5/15/82
Hog — corn[1]	16.1	22.4
Beef cattle — corn[1]	21.1	25.4
Egg — feed[2]	5.0	3.9
Milk — feed[3]	1.35	1.37

[1] Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.

[2] Pounds of laying feed equal in value to 12 eggs.

[3] Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

Trade trip to N. Africa set

Iowa business people will have a chance to explore the marketing opportunities in North Africa and Saudi Arabia during a trade mission there in late September and early October.

The four-nation mission includes stops in Algeria, Morocco, Saudi Arabia and Egypt. The Iowa Development Commission is now accepting requests from people wishing to be included on the mission.

The IDC chose this region for its fall trade mission for two reasons, said Max Olson, the IDC's manager for international trade promotion.

First, the region is a good market for agricultural and construction equipment, two areas well represented in Iowa's industrial sector, Olson said.

In addition, the U.S. Department of Commerce reports that American exports to the Middle East rose 5 percent last year, and it identifies Saudi Arabia, Egypt and Algeria as growth markets despite lower oil revenues.

"We think the possibilities are endless in this region for Iowa firms," Olson said. "And, in the past, many Iowa companies have found trade missions to be an excellent way to penetrate foreign markets they've never entered before."

Since 1974, 70 Iowa companies have participated in Iowa trade missions, visiting 43 countries.

The IDC's trade missions are designed to help Iowa businesses find new markets, identify new customers and develop more export sales. The IDC, in cooperation with U.S. foreign embassies, takes care of most of the details of the trips, freeing the companies to concentrate on business, Olson said.

The specific dates of the mission are Sept. 29-Oct. 12.

For more information, contact: Max Olson, Iowa Development Commission, 250 Jewett Building, Des Moines, Iowa 50309; 515/281-3138.

◆

Braynard named training coordinator

Dale Braynard has been named the coordinator of business and industry training programs for the State of Iowa.

Braynard will work out of the Iowa Development Commission's offices, but he is responsible for tying together the programs of the Iowa Department of Public Instruction, the Iowa Office for Planning and Programming, and the IDC.

Prior to taking this new position, Braynard was executive director of the Iowa Community Colleges Trustees Association and superintendent of several school districts in Iowa and Nebraska. Braynard attended Iowa State University and earned a B.S. degree in vocational education and a Ph.D. in education administration.

◆

Foreign business inquiries

Call 515/281-3581 for more information

Valves

A German manufacturer of valves of all types is seeking a joint venture with a compatible American company. The valves are produced with the latest available technology. The firm lists annual sales of $4.5 million. **(G63-5134J)**

Awnings

An Austrian manufacturer of preassembled aluminum awnings is seeking a joint venture with a suitable American firm. The company is 50 years old, employs 250, and lists annual sales of $10.5 million, including limited exports to four states in the United States. **(A63-5234J)**

Propane valves

A German manufacturer of propane valves and pneumatic and other fittings is interested in establishing a joint venture in the United States. The company employs 50, lists annual sales of $8 million and has experience in exporting. **(G63-5434J)**

◆

In trade, 'getting by' is not enough

(Cont. from page 7)

materials.

This has been a key to the growth of the Japanese and European Economic Community export markets during the past ten to 20 years.

Perseverance, determination

The future is promising for our success in international trade if we make the necessary commitments. We should not expect results on the same timetable we are accustomed to in domestic markets, and we should anticipate more difficulty in accomplishing our objectives than we experience domestically. The perseverance, determination and understanding developed by you and others in your company and our government will be an important factor in the realization of significant rewards.

Yes, I have heard many American businessmen make light of some of these suggestions. They will tell me that so many foreign businessmen speak English that we can "get by." Well, there is where I part company with those critics, because I am not talking about "getting by." I am talking about *maximizing* the marketing opportunities presented to us in our international marketplace. How much success do you think you would have domestically if you did only what you had to do to "get by?"

I hope each of you [illegible] have the necessary commitment and that you are very successful in your international endeavors.

◆

Firms plan expansions in every corner of Iowa

(Cont. from page 2)

gional benefits center in West Des Moines.

The center will process claims from Equitable's group health insurance policyholders in Iowa and seven other Midwestern states.

"Our studies showed that Des Moines' quality of life made it the optimal choice for this center," said Larry Cooper, regional benefits officer for Equitable.

Equitable Life Assurance is a separate company and unrelated to Equitable of Iowa Companies of Des Moines.

Midwest Color Printing

Midwest Color Printing of Marengo is scheduled to start operating a third line of presses in early September.

The additional capacity is expected to increase Midwest's work force from the current 80 workers to more than 100. Midwest has steadily grown since its opening in 1981.

Fort Dodge Laboratories

Fort Dodge Laboratories has purchased a Texas animal vaccine firm, Vaccine Inc., and plans eventually to move its operations to Fort Dodge.

Company officials said the move to Iowa will be made soon after the two-year lease on Vaccine's facility in Temple, Texas, ends. The move is expected to add 30 to 40 workers to Fort Dodge Laboratories' current payroll of 385 people.

Armstrong Rubber Co.

Armstrong Rubber Co. plans to expand the radial farm-tire production at its Des Moines plant.

About $3 million is planned to be spent on the expansion. "It clearly will mean more jobs, but it's hard to say exactly how many because we're at least a year away from getting all of the new equipment installed," said Charles Wright, manager of Armstrong's Des Moines plant.

Lindrick USA

A York, England, firm and a Garnavillo company have announced plans to begin a joint manufacturing operation in Guttenberg that could employ up to 20 people within a year.

The new plant, operating under the name Lindrick USA, will manufacture a line of environmentally-controlled hog production buildings. The plant is a joint venture of Lindrick Agricultural Ltd. of York, England, and of Long Lasting Farm Equipment of Garnavillo.

Frommelt Industries Inc.

Frommelt Industries Inc. of Dubuque has started construction of a $5 million office and manufacturing plant in the Dubuque Industrial Center.

Frommelt is consolidating its three, separate manufacturing divisions in the new building, and was the first firm to acquire a development site in the new industrial center.

General Mills Inc.

General Mills Inc. has announced plans to build a 100,000 square-foot warehouse addition to its plant in Cedar Rapids.

The addition, which will bring the plant's total area to about 500,000 square feet, will cost about $3 million. The addition is scheduled to be completed early next year.

Aalfs Manufacturing Inc.

Aalfs Manufacturing Inc. of Sioux City has completed construction of a new 40,000 square-foot distribution center at its plant in the Bridgeport Industrial Park.

The distribution center will receive goods from Aalfs' five manufacturing plants in Iowa and one in Oklahoma. Aalfs is a garment manufacturer.

AMF American

AMF American has agreed to lease a 20,000 square-foot building from Jefferson Industries Inc., a local development group in Jefferson.

The development group plans to construct the building on four acres of land in the northwest corner of the Jefferson Industrial Park.

The building will be located near AMF's manufacturing plant. AMF initially will use the building for warehouse space, with the possibility of later adding manufacturing. ◆

Iowa
a place to grow

IDC DIGEST
August, 1983 Vol. XII-No. 9

IDC COMMISSIONERS

Robert H. Meier, chrm.	Ottumwa
E. Thurman Gaskill, v. chrm.	Corwith
Michael Dunn	Bettendorf
David B. Hinton	Des Moines
Karen Merrick	Guttenberg
F. Forbes Olberg	Cedar Rapids
Jack C. Pester	Des Moines
Bill Riley	Des Moines
Ronald H. Schechtman	Carroll
Robert L. Thomson	Charles City
Gerald L. Weiner	Sioux City

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Keith Heffernan	Deputy Director
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Jim Blume	*Digest* Editor
Lynette Broders, Ag Development, Promotion	281-5376
Ralph Schlaefle, Community Betterment	281-3536
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Meier appointed IDC chairman

Three new commissioners named

Robert H. Meier of Ottumwa, a retired general manager of the John Deere Ottumwa Works, has been named the chairman of the Iowa Development Commission.

Meier, who has served as a commissioner since 1977, replaces William H. Burger of Waterloo. Burger had served as chairman since 1978.

In announcing Meier's appointment, Gov. Terry Branstad also named three new commissioners: Karen Merrick of Guttenberg, Jack C. Pester of Des Moines and Robert L. Thomson of Charles City.

The new commissioners replace: Burger, Donna Keppy of rural Wilton and Mardelle R. Noble of Oelwein. Burger, Keppy and Noble had served a combined total of 24 years on the Iowa Development Commission.

Branstad also announced that E. Thurman Gaskill of rural Corwith has been reappointed as vice chairman.

Merrick, Pester and Thomson all were appointed to four-year terms.

- Merrick is the mayor of Guttenberg. She is a graduate of the University of Iowa with a B.A. degree. Merrick is a past member of the Guttenberg Zoning Board and City Council, and has served as the vice-chair of the Clayton County Zoning Board. She currently serves on the Clayton County Land Use Policy Commission.

Merrick is the past chair of the Guttenberg Economic & Industrial Development Corp., and is the current chair of the Clayton County Democratic Party and the Clayton County Federated Women's Clubs.

- Pester is the chairman of the board of Pester Corp. Pester attended Drake University, and is a past president of the National Oil Jobbers Association.

Pester also has been affiliated with the Executive Committee of the American Independent Refiners, the National Petroleum Refiners Association, the Greater Des Moines Committee, and the Board of Trustees and Executive Committee of Drake University.

- Thomson is a multi-based retailer and travel agent in northern Iowa. Thomson is a graduate of the University of Minnesota where he earned a bachelor's degree in business administration. Thomson attended the National Institute of the U.S. Chamber of Commerce and formerly was the chamber of commerce executive in Jefferson.

Thomson is a past president of the Charles City Lions Club, the local YMCA and the Associated Independent Travel Agents. He is a member of the board of directors of the First Security Bank in Charles City and of the Judicial Nominating Commission. He served on former Iowa Gov. Herschel Loveless' Committee of 100. ⌖

Robert H. Meier

Karen Merrick

Jack C. Pester

Robert L. Thomson

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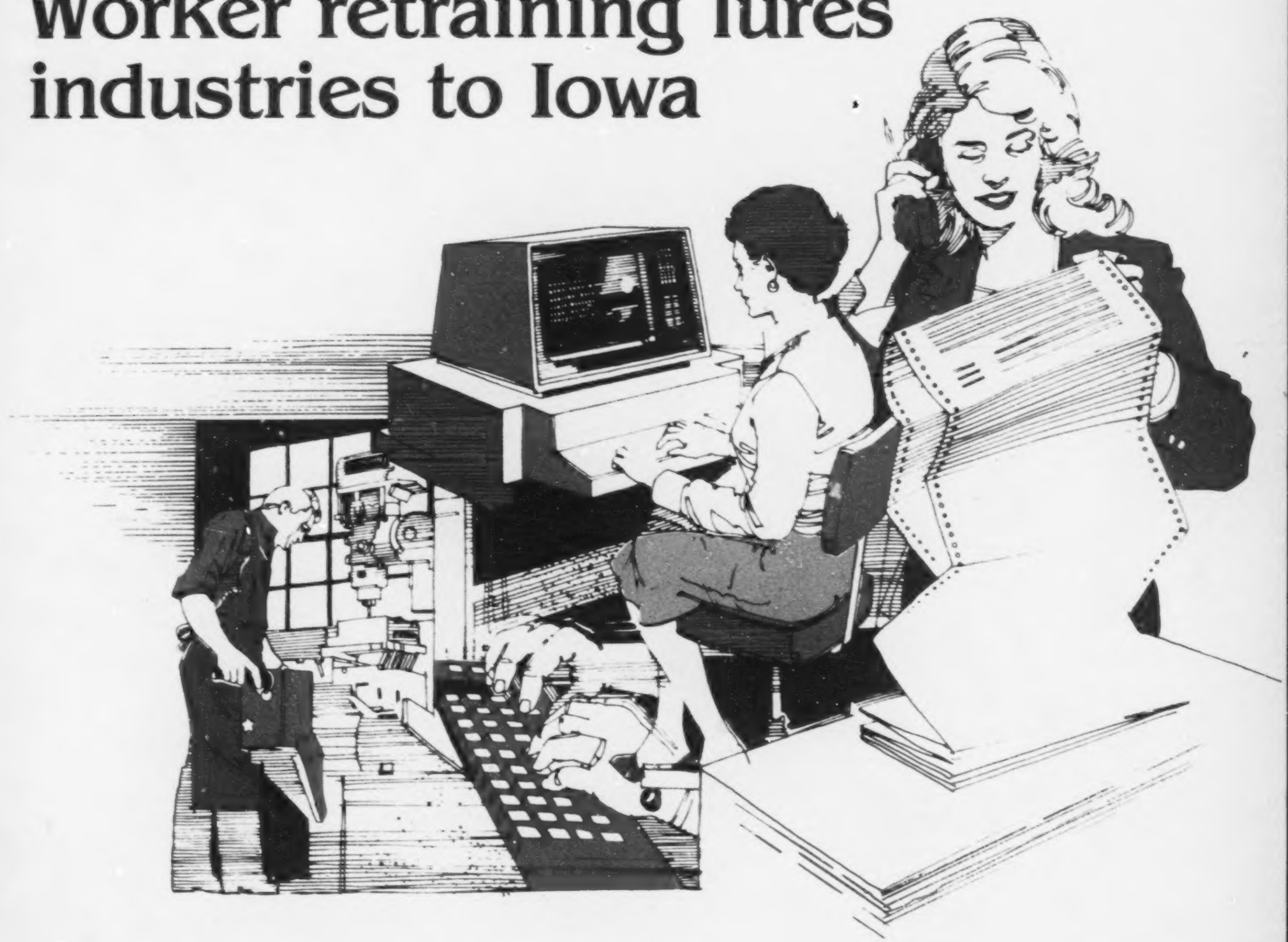
Iowa Development Commission

Digest

September, 1983

Worker retraining lures industries to Iowa



Story on page 3

Wider involvement planned for Community Betterment

With an eye toward serving more communities and better meeting their local needs, the Iowa Development Commission has decided to revamp the Iowa Community Betterment program.

The thrust will be to help Iowa communities retain and add job opportunities, as well as work toward general community improvements and a better quality of life.

"Research has found that specific items influence plant location and expansion, and we want to direct our work to help with those elements of the decision-making process," said IDC Director Jack Bailey. "Those items include receptiveness to economic growth, attractiveness of the area, transportation facilities, water and sewer capacities, availability of housing, and quality of schools."

Communities and neighborhoods will no longer be required to enter a contest, follow strict deadlines and guidelines, and submit to outside judging of their accomplishments.

"With these changes we'll be able to offer help to any community or neighborhood that requests it, not just to those that enter the contest," Bailey said.

An annual recognition or resource day will continue to be part of the program, but with an improved format from past years, Bailey said. More emphasis will be put on making the day a learning opportunity. And the day will be open to representatives of all communities.

"Even though the format of the program will be amended, community betterment's self-help concept and the state's 13-year commitment to that concept will continue as strong as ever," Bailey said.

Philosophy

The Community Betterment program began in 1970 with the philosophy that recognition of outstanding local accomplishments would spur volunteer improvements to Iowa's communities.

Since the start of the program, however, the needs of the communities and the resources available to meet those needs have changed, Bailey noted. Basic city services in some communities are experiencing difficulties, and fewer federal and state funds are available for necessary improvements.

"The requests we receive for assistance no longer fit neatly into the parameters of the present community betterment program," Bailey said. "Local community leaders tell us they need the tools and technical assistance for *overall* community and economic development.

"And the contest emphasis of the current program discourages some communities," Bailey said. The number of communities that have carried through with the program until judging week and Recognition Day each fall has dropped from 161 in 1978 to 135 in 1982.

Details

The exact details of the new initiative have not been worked out. Officials plan to hold discussions with Iowans who have been intimately involved in the program in the past before making final decisions. Details of the new program will be announced at this year's Recognition Day on Nov. 5 in Ames.

But the new efforts definitely will include an information clearinghouse that local citizens can call upon. The clearinghouse will put callers in touch with experts in all fields of economic development and community assistance, such as extension specialists and block-grant writers.

The new efforts also will include visits to the communities by selected IDC staff.

"These staff people will work with the communities on all aspects of economic and community development, including attracting industry and visitors, retaining existing businesses, improving the quality of life, whatever," Bailey said.

"We want to emphasize the community development process — the creation of a local improvement or development organization, the assessment of needs, and planning for the future. We want to foster more local partnerships between governments, businesses and citizens." ◆

50 years since Collins' opening

The 50th anniversary of the opening of Collins Radio Co. in Cedar Rapids will be celebrated during September.

The company, which in 1973 became a part of Rockwell International Corp., has long been the largest employer in Cedar Rapids. From its first days in 1933 through today, the company has been a pioneer in the field of electronics, especially aviation equipment.

Markets throughout the world receive the avionics and telecommunications equipment manufactured in Cedar Rapids by Rockwell International.

The feature event of the golden anniversary commemoration is a day-long celebration on Sept. 17 at Rockwell's main building complex on Cedar Rapids' northeast side. Open only to company employees, retirees and members of their immediate families, the activities are expected to draw 15,000 people. ◆

Look for us at a new address

The Iowa Development Commission is on the move.

By mid- to late-September, the commission will be working out of new offices in the Capitol Center complex on Des Moines' east side. The building is located about three blocks southwest of the State Capitol.

The new mailing address for the commission will be:

600 E. Court Avenue, Suite A
Des Moines, Iowa 50309

Phone numbers for commission employees will not change. ◆

Helps one firm locate here, another grow

Iowa ups its training ante

Muscatine is getting a new industry, partly because of the worker-training programs Iowa offers.

Down the road about 20 miles, the community of Stockton is seeing one of its local industries expand, also through the help of an Iowa job-training program.

The numbers in both cases are small — 11 workers initially in Muscatine and six to start with in Stockton.

But the two cases aptly demonstrate what has become of one of the major selling points in Iowa's efforts to bring jobs into the state, a selling point that has been sweetened considerably by two recent events. First, the creation of a new position in state government, someone to coordinate the myriad job-training programs available. Second, the Legislature's approval last session of a new job-training program that some have called "model legislation."

"Certainly the availability of training was one of the elements in our decision to locate in Iowa," said Allan Huning, director of operations for Flex-O-Lite of St. Louis, which is opening a plant in Muscatine next spring.

Flex-O-Lite needs trained workers to operate furnaces and to run machines that will screen and size reflective beads for traffic signs.

Tubetechnik Co. of Stockton, which uses state-of-the-art technology to produce tubular steel products, needed workers trained in blueprint reading and mathematics.

"The program we set up with Eastern Iowa Community College has worked out just great," said Becky Richardson, Tubetechnik treasurer. "We're very pleased with the employees we got out of it and we're getting ready now to work up a schedule for the next training session."

New technology

Industrial education is not a new concept in the working world, but its importance is growing as technological progress accelerates. For companies trying to compete in a world economy, training is essential to keeping up and growing. For workers who have found their old jobs obsolete, it's essential to finding work.

"What we're talking about is an investment in human resource development that will pay big dividends in the end, both for companies and for Iowans," said Dale Braynard.

Braynard is the state's new training-program coordinator. He is working out of the Iowa Development Commission's offices, but his job is to tie together the training programs of the Iowa Department of Public Instruction, the Iowa Office for Planning and Programming and the IDC.

Usually the creation of one job by state government is not a significant event. But it was in Braynard's case. The long list of programs and money available for worker training can get confusing.

"My job," Braynard said, "is to be familiar with all of them, look at all the funds available and tap the best solution. Our goal is to make the best use of all the resources available."

One of those resources is the recently created Iowa Industrial New Jobs Training Program. The program has been labeled by some as "model legislation" because it does

(Cont. on page 4)

Dale Braynard

(Cont. from page 3)

not require the use of existing tax money.

Through the program, new or expanding industries enter into an agreement with the community college in their area. The community college designs a program tailored to the specific industry's needs and then issues bonds to pay for the instructor, the equipment and the classroom space. The bonds are retired with property tax money collected from the increased value of the new or expanded plant, or with income tax money from the new employees' wages. The area college also has the option of levying a standby tax on all property in its district, but Braynard calls that a "last ditch."

"We don't even consider that standby tax when we're calculating how much money is available," he said. "In fact, in all cases, we'll work first with the federal and state money available from other programs. Even the property and income tax options are only a backup. This new program is not a substitute for the other programs. It's a supplement."

Help with wages

A big incentive for industry in the new program is that money from the community colleges' bonds can be used to pay up to 50 percent of workers' wages during on-the-job training. That could last up to a year, according to the law.

"The on-the-job training aspect was one thing of specific interest to us," said Flex-O-Lite's Huning. "It's a financial advantage."

The new program also offers a variety of other services.

Tubetechnik's training program was set up last spring, before the new program took effect, but its arrangements with Eastern Iowa Community College are similar to those allowed under the new program.

Job Service of Iowa took the initial applications for jobs at Tubetechnik. College officials reviewed those applications and narrowed the list to 20 people. The 20 applicants then underwent a one-week testing and counseling period. The names of the top 12 after the testing were then given to Robert Richardson, Tubetechnik's president. ("That's the first we were involved," said Becky Richardson.) College officials and Richardson then interviewed the applicants and narrowed the list to the six who eventually received the training, and the jobs.

Braynard said not all businesses or industries must use the procedures followed by Tubetechnik. "There's no problem if they want to get involved earlier in the process of reviewing applications, or if they want to skip some of the steps," he said.

Custom design

The new program, as well as several of the older state programs like Industrial Start-Up Training, allow the community colleges to set up customized programs to meet the specific needs of industries and businesses, Braynard said. If the community college doesn't have the right instructor on staff to do the training, it will hire someone from the private sector, he noted.

The same flexibility is part of a new federal job-training program that will bring $35 million to Iowa as of Oct. 1.

The Job Training Partnership Act replaces the old Comprehensive Employment and Training Act (CETA), which some had criticized for not meeting the real needs of industries and workers. Workers were trained, some said, for jobs that did not exist.

Money from the new act, on the other hand, will be distributed by 16 Private Industry Councils in Iowa, the bulk of whose members will be business people. The intent is to assure that the type of training offered through the new program is directly tied to industries' needs. The areas covered by the Private Industry Councils roughly correspond to the 15 area college districts in the state.

Training through this new program need not necessarily be arranged with the state's area colleges. Non-profit, quasi-public corporations or privately run vocational schools also can arrange the training.

For more information on any of the job-training programs available in Iowa, call Dale Braynard at 515/281-8329 or the economic development representative at any of Iowa's 15 area colleges. ◆

A look at Iowa's future

Through the eyes of the new IDC chairman

(Editor's note: The following is taken from a recent conversation with Robert H. Meier of Ottumwa, the new chairman of the Iowa Development Commission. As chairman, Meier oversees the work of the 11-member Iowa Development Commission. The 11 commissioners are appointed by the governor and meet once a month to act on the suggestions of the commission staff and to set the direction the staff will take.

(In recent weeks, Meier and the other commissioners have expressed a desire to become more active in setting policy for the Iowa Development Commission staff, the group that is charged by Iowa law with promoting orderly economic growth in the state. In the conversation that appears below, Meier offers a glimpse of what his chairmanship might mean to the future economic development of Iowa.

(Meier was first appointed to the commission in 1977. He recently retired from his job as the general manager of the John Deere Ottumwa Works. He had been associated with Deere & Co. for more than 35 years, both as an engineer and as a manager.)

Q. What do you see as the biggest challenge facing Iowa and its economy? What's the number one task?

A. The biggest challenge or task right now is for Iowa to develop a comprehensive economic plan that will embrace all elements of our society — business, industry, education, labor and government. That way there can be some agreement on the economic direction of this state and on the resources that should be used to steer us in that direction.

Q. I would assume that the reason for drafting an economic plan is to put Iowans back to work?

A. Well, yes and no. Yes, we have to get our people back to work. It's of the utmost importance that we get those jobs replaced. But that's a short-term solution. The long-term solution is to provide a climate that will foster new and additional jobs. We can do that by attracting new industry and by spurring the expansion of existing industry. We can do that by attracting more tourists and by improving the marketing of our agricultural products. Part of this, too, is that we need to take a hard look at how we can put our top talent, our graduating seniors from our state's universities and colleges, to work here in Iowa. But we won't have much effect in the long-term unless we sit down and plot what we want to do.

Q. It's been said that the Iowa Development Commission has worked efficiently in the past, but that whatever's been done in the past won't be good enough for the future. What in the economic structure of this country has changed that makes the task even more difficult in the future?

A. The biggest change is that our competitors are much more aware of their own resources and their own capabilities. And they are actively marketing the programs and projects they have available. To compete with those marketing programs and to gain prosperity, the State of Iowa is going to have to change its programs and its way of doing business. The competition has just got-

(Cont. on page 6)

(Cont. from page 5)

ten a lot fiercer.

Q. What role will the Iowa Development Commission play in developing the economic plan?

A. I see the Development Commission playing a leadership role. Gov. Branstad asked our new director, Jack Bailey, to begin the plan when he hired Jack in June. Still, though, it is very important that this plan apply not just to the commission itself. We need agreement from the governor, the Legislature, from the various state agencies, from business and industry, from labor representatives, and from the educational people. Somewhere, too, we've got to determine our priorities. We're not going to be able to do everything for all people and all groups. The commission is going to accept that as a part of its responsibilities.

Q. Is the agreement of all sectors of Iowa's economy important to the fulfillment of the plan?

A. I recognize that we're not going to have unanimity, but we at least should have consent. We should offer the opportunity for a majority of the people to express their desires. We need a spirit of cooperation from all segments in order to get the job done. I also believe that knowledge of the situation and a feeling of participation will improve the way Iowans look at themselves and their state. I feel that this state often sells itself short.

Q. In recent weeks, you have said you are going to look to the commissioners to take a more active role than they have in the past. What do you see the commissioners doing?

A. The commissioners have expressed a desire to be more active in developing policy and offering direction to the commission staff. To meet that desire we've reorganized the commission committee structure along these lines: First, an executive committee that will advise on budgeting, purchasing and personnel. More importantly, however, we have created a committee that is going to oversee long-range planning. This committee will help tie the desire for a long-range economic plan into something tangible that the staff can work on. That will probably become one of our more important committees. Also essential is our new marketing committee. These commissioners will oversee the marketing of Iowa's products and the development of the resources that are needed to better sell our products. We need to make our assets more competitive and, along the way, become more export-oriented with our products. Our fourth move in this reorganization was to create a legislative committee. It will be responsible for conveying our plans to the governor, to legislators, and to other state agencies. We want everybody to understand where we have to go, and, hopefully, to gain agreement.

Q. How exactly will this reorganization help?

A. In the past, the committees have been assigned on the basis of projects, such as agricultural promotion, the travel and tourism program, the industrial development efforts. Now, while the same importance is going to be given to those programs, the picture is much more broad and it's oriented toward the future. I'll give you an example. I look upon the commission as being similar to a board of directors for a bank or an insurance company. The boards of directors of those firms have the broad requirements of the organization to consider, including current up-to-date operations. But more importantly, they provide the look toward the future. What are we going to do two years from now, three years from now, four years, six years? I feel the restructuring of the commission is a very important step toward the completion of the economic plan. I want to make clear, though, that the Iowa Development Commission staff will actually write the plan, not the commissioners.

Q. Let's take a detailed look at some of the areas the Iowa Development Commission is involved in. What does Iowa need to do to attract industry or to help more of the existing industries expand?

A. Iowa has to be aware of the highly competitive nature of business — inside the state, in the adjoining states, in North America and in the world. We cannot stand as an island here in the Midwest and expect that all good things are going to happen to us. Competition is a word that I would really like to stress. If we know our competition, then we can take action to counteract that and we can get the results that we want with the resources that we have.

Commissioners named to new committees

The new committee assignments for the 11 commissioners who serve on the Iowa Development Commission, as well as for the IDC's director, are as follows:

- **Executive** — E. Thurman Gaskill, chairman; Jack C. Bailey; Robert H. Meier.
- **Legislative** — Meier, chairman; Michael Dunn; Gaskill; David B. Hinton.
- **Long Range Planning** — F. Forbes Olberg, chairman; Meier; Ronald H. Schechtman; Robert L. Thomson.
- **Marketing Promotion** — Bill Riley, chairman; Gaskill; Karen Merrick; Jack C. Pester; Gerald L. Weiner. ✤

Q. Would the same concept of competitiveness be linked to agriculture? What needs to be done to sell more of Iowa's products or to get more processing of Iowa's products done in the state?

A. The competitiveness of agriculture is two-fold. Not only do you have the normal concept of firms competing with each other, but you add a new dimension when it comes to agriculture. You have the governments of some countries offering protection to their agricultural interests. Until we as a state realize and know the total competitive picture on a worldwide basis, we aren't in a position to put our resources where we need to.

Q. Do you see good potential in the "A Taste of Iowa" program, the Agriculture Division's new marketing promotion campaign?

A. I see excellent potential in the "A Taste of Iowa" program. I have contacted three firms in the state already. One of them signed up. Another one expects to participate. And the third one thinks it's a good program but hasn't made up its mind.

Q. Going back to the subject we started with: When do you expect Iowa's long-range economic plan to be completed?

A. The governor has asked for it by Jan. 1, 1984. We intend to meet that deadline. ✤

BEST AVAILABLE COPY

Help is on the way for Iowa small-business owners

To all small-business owners in Iowa:

- Have you ever wondered how you could win some of the tens of millions of dollars awarded each year in state government contracts?
- Have you ever felt you didn't get anywhere when you complained about a new state-agency rule?
- Have you ever prayed for the day when someone in the state's employ would actually be charged with *reducing* the number of state licenses, permits and certificates?

Answering these questions and prayers, as well as many others, is the job of the new small business division at the Iowa Development Commission.

"This is the place to come to if you're looking at starting a small business, if you're facing a problem with your small business or if you're concerned about an issue facing small business," said the IDC's Denny Holcomb.

"'Advocacy' is the watchword of this new division."

Legislative action

The small business division was created by the 1983 Iowa Legislature as part of its efforts to aid job development. Brief details will be presented later in this article on three other initiatives approved by the Legislature this year and designed to help spur Iowa's economy.

But the small business division has the potential of being the legislative action that yields the most immediate results. The division's work could touch nearly 90 percent of Iowa's 67,000 businesses, the percentage that have 20 or fewer employees or an annual gross income of less than $3 million.

The work of the small business division is assisted by an 11-member Small Business Advisory Council. A majority of the members are small-business people.

"The job of the advisory council is to take stock of the issues affecting the survival and growth of small business in Iowa, and to bring those matters to the attention of the Development Commission," Holcomb said.

Government contracts

The Legislature gave the new division a variety of tasks, among them helping small businesses obtain state government contracts.

The new law charges the division with: compiling a comprehensive list of small businesses in the state, assuring that small businesses are asked for bids on state contracts when appropriate, assisting small businesses in complying with the procedures for bidding and negotiating state contracts, simplifying the state's procurement specifications and terms, and, when economically feasible, dividing total state purchases into individual tasks or quantities to make it easier for small businesses to participate.

Besides help with state purchasing requirements, small-business people now can look to the IDC when they have complaints about state-agency rules or decisions. If necessary, the complaints will be referred for further action.

Work already has begun to study the feasibility of reducing the number of state licenses, permits and certificates required to operate a small business in Iowa. And work will soon begin to find ways to spur the development of small businesses in economically depressed areas and to otherwise use the development of small businesses to provide jobs for the unemployed.

The division also will administer state funding to the Small Business Development Centers, which offer technical and managerial assistance

(Cont. on page 8)

Small-business panel named

The members of the new Small Business Advisory Council, whose charge is to promote the stability of existing small businesses and the creation of new small businesses, are:

- Jim D. Bixler, Council Bluffs, manufacturers representative, Jim Bixler & Associates Inc.
- Richard S. Burchett, Harlan, self-employed contractor.
- Larry D. Clement, Fort Dodge, self-employed auto dealer.
- Darlene J. Coomes, Dubuque, tourism marketing consultant, Design Photography, Marketing & Promotion Consultants.
- Doris A. Hansen, Sioux City, self-employed public accountant.
- Arden L. Kiefer, Belmond, self-employed manufacturer and farmer.
- Robert M. Kreamer, Des Moines, lawyer.
- Eugene H. Philiphs, Sibley, lawyer.
- Joan B. Poe, Cedar Falls, beer wholesaler, Standard Distributing Co.
- Gloria M. Thomas, Des Moines, self-employed agricultural writer and publisher.
- Connie Wimer, Des Moines, executive of Iowa Title Co. and the *Des Moines Daily Business Record*.

(Cont. from page 7)

to small-business people.

CALL ONE

"Our experience with our CALL ONE information service has given us a wealth of ideas on what we can do for small businesses in Iowa," said the IDC's Bob Kelso.

Since its start a little over a year ago, more than 1,800 people have called the CALL ONE toll-free telephone number to ask how to go about setting up or expanding a business in Iowa. CALL ONE, in fact, is now a part of the larger small business division.

For more information on any of the services of the new division, Iowans should call the CALL ONE toll-free telephone number: 800-532-1216; or in the Des Moines area, call 281-8310.

Other initiatives

The 1983 Legislature also enacted three other business initiatives that will involve the IDC.

One program will provide money for high-technology research. Another is designed to spur the development of new products in Iowa. The third program will make equity investments in Iowa's small- to medium-sized companies.

Here is a brief sketch of each of the programs:

High Technology Council

This 13-member group is charged with assisting Iowa's efforts to attract advanced-technology industry. The council will administer a $2 million pool of research money.

Grants from the fund will be awarded to educational institutions or businesses in Iowa that have an idea for a new process or product with commercial potential. The council is required to negotiate a public ownership interest in the process or product before an investment is made.

The council replaces a high-technology commission named last January by Gov. Robert D. Ray. The Legislature decided it wanted to change the make-up of the earlier commission.

Product Development Corp.

This is a quasi-public corporation with the aim of helping Iowa companies develop new products.

The corporation's seven-member board of directors has $750,000 available to it to provide as risk capital. In return, the corporation will negotiate an ownership interest in the company's product.

Money earned from ownership interests in successful products will then be available for other companies in need of risk capital.

Iowa Fund

This for-profit fund will be used to make equity investments in Iowa companies having fewer than 500 employees. The fund will be overseen by a five-person board of directors.

Iowans and others will be able to buy into this fund through a public offering. A state-income tax credit will be provided equal to 5 percent of the investment made during the initial offering of the fund's stock.

Investments from the fund will be made in companies that are principally engaged in the development or exploitation of inventions, technological improvements, new processes, or products not previously available in Iowa. Investments also will be made in firms that provide economic benefit to the state.

For more information on any of these last three initiatives, contact Doug Getter at 515/281-3036.

Members chosen for new-initiative boards

The members of the Iowa High Technology Council, the Iowa Product Development Corp. Board of Directors and the Iowa Fund Board of Directors are:

High Tech Council

- Varel G. Bailey, Anita, farmer.
- Joseph A. Borgen, Des Moines, president of Des Moines Area Community College.
- James L. Churchill, Solon, president of Collins Avionics Group, Rockwell International.
- Judy K. Fitzgibbon, Des Moines, director of the Central Iowa Task Force on Unemployment and Job Retraining.
- Charles Gifford, Newton, international representative for the United Auto Workers.
- Donna Keppy, Wilton, homemaker and former commissioner for the Iowa Development Commission.
- Robert D. Looft, Council Bluffs, president of Iowa Western Community College.
- Thomas A. Mefferd, Laurens, owner of Positech Corp.
- Rex Montgomery, Iowa City, assistant dean of academic affairs for the College of Medicine at the University of Iowa.
- Becky S. Richardson, Stockton, secretary-treasurer of Tubetechnik Corp. and vice president of Superior Manufacturing Co.
- Donald P. Rowen, Des Moines, executive vice president of the Iowa AFL-CIO.
- David H. Swanson, Ames, director of the Center for Industrial Research and Service and former director of the Iowa Development Commission.

At presstime, one spot had yet to be filled on the High Technology Council.

Product Development Corp.

- M.J. "Mike" Arts, Sioux City, executive vice president of the Sioux City Chamber of Commerce.
- A. Arthur Davis, Des Moines, lawyer.
- Daniel K. Dittemore, Dubuque, vice president for economic development at the Dubuque Area Chamber of Commerce.
- Karla J. Fultz, Des Moines, lawyer.
- Don D. Gingerich, Parnell, farmer.
- Floren Swanson, Galt, farmer.
- Theodore K. Watson, Stockport, realtor.

Iowa Fund

- William J. Callahan, Bettendorf, Security State Trust and Savings Bank.
- Robert A. Dee, Des Moines, Holmes, Murphy and Associates Inc.
- John E. Evans, Des Moines, AID Insurance Co.
- Janice M. Johnson, Waverly, First National Bank of Waverly.
- Sandra A. Yates, Ottumwa, homemaker. ✤

Iowa Ag & Business Indicators

Compiled by the Iowa Development Commission

Labor Demand and Supply[1] — May, 1983

Service Areas	Individual Placements	New Applicants & Renewals	Service Areas	Individual Placements	New Applicants & Renewals
Ames	141	1,146	Iowa City	232	2,070
Atlantic	168	350	Keokuk	42	384
Burlington	146	1,465	Marshalltown	866	2,384
Carroll	56	360	Mason City	154	651
Cedar Rapids	215	1,863	Muscatine	32	530
Centerville	67	220	Newton	499	112
Charles City	17	137	Oskaloosa	40	325
Clinton	202	1,523	Ottumwa	82	697
Council Bluffs	265	929	Sheldon	56	222
Creston	52	359	Shenandoah	100	403
Davenport	230	1,735	Sioux City	510	1,856
Des Moines	530	2,734	Spencer	76	504
Dubuque	178	749	Storm Lake	15	11
Fairfield	60	722	Waterloo	34	69
Fort Dodge	14	520	Webster City	80	309
Fort Madison	73	372			
			TOTAL	4,128	24,363

[1] All individual placements made by and applicants listed with Iowa Department of Job Service.

U.S. Consumer Price Index

	May 1983	May 1982
All Urban Consumers (1967 = 100)	297.1	287.1

U.S. Composite Construction Cost Index

	April 1983	April 1982
U.S. Composite Construction Cost Index (1977 = 100)	159.7	156.5

Business Data

	5/83	5/82	5 mos./83	5 mos./82
New Car Registrations	7,058	6,405	36,047	31,086
Iowa Savings & Loan ($000,000)				
Total Loans Closed	43.6	20.6	137.3	68.6
Savings	36.0	2.0	492.7	-17.7
Work Force (000)	1,389.6	1,426.8	1,351.6	1,378.6
Unemployment	86.5	75.1	100.2	89.9
Rate (% of work force)	6.2	5.3	7.4	6.5
Employment	1,303.0	1,351.7	1,251.3	1,288.7

Value of New Dwellings[1] ($000)

	6/83	6/82	6 mos./83	6 mos./82
Ames	$ 499.0	$ 96.5	$ 1,362.0	$ 489.5
Bettendorf	714.0	488.6	2,896.6	1,484.4
Burlington	434.5	136.0	710.7	629.0
Cedar Falls	233.1	98.3	824.3	372.9
Cedar Rapids	162.5	888.7	890.4	1,066.7
Clinton	190.0	0	371.5	83.0
Council Bluffs	742.7	264.5	1,071.4	560.3
Davenport	906.2	291.3	3,650.0	1,420.5
Des Moines	457.9	541.7	3,119.9	1,790.2
Dubuque	86.1	72.9	420.7	323.6
Fort Dodge	0	50.0	666.3	50.0
Iowa City	3,873.0	1,367.4	19,375.9	10,856.0
Keokuk	0	68.0	197.0	1,265.3
Marion	32.4	99.3	436.4	323.0
Marshalltown	0	53.0	237.0	315.0
Mason City	665.0	216.2	1,058.2	484.2
Muscatine	141.6	159.0	2,908.6	630.7
Newton	0	203.4	0	351.2
Ottumwa	140.0	25.0	445.0	1,282.0
Sioux City	145.7	146.1	747.5	1,922.2
Urbandale	616.3	134.6	2,864.4	1,087.2
Waterloo	520.5	329.4	1,230.5	1,052.5
W. Des Moines	1,734.9	1,000.3	7,334.0	2,103.1
TOTAL	$ 12,295.6	$ 6,730.2	$ 52,818.3	$ 29,942.5

[1] Single, two-family and multiple residential dwellings, based on housing permits issued.

Leading States for Farm Marketing ($Mil.)

	Livestock & Products		Crops		Total	
	4 mos./83	4 mos./82	4 mos./83	4 mos./82	4 mos./83	4 mos./82
U.S.	23,938.2	23,193.2	20,348.3	22,116.5	44,286.5	45,309.7
IOWA	2,155.3	1,950.3	1,683.3	1,892.3	3,838.5	3,842.6
Texas	1,773.0	1,722.4	1,220.7	1,551.5	2,993.8	3,273.8
California	1,207.0	1,232.4	1,653.3	2,150.0	2,860.3	3,382.4
Illinois	744.4	819.6	1,936.4	2,224.8	2,756.2	2,969.2
Nebraska	1,425.2	1,369.7	1,045.3	1,131.1	2,500.7	2,470.5
Minnesota	1,199.8	1,141.4	1,030.8	932.9	2,230.6	2,074.3
Kansas	1,503.5	1,399.8	622.1	659.7	2,125.6	2,059.5
Florida	317.5	320.3	1,630.3	1,686.2	1,947.8	2,006.5
Wisconsin	1,307.6	1,335.4	330.8	340.6	1,638.3	1,676.0

Quarterly Periods

	1982		1981	
	III	IV	III	IV
Net Taxable Retail Sales ($000,000)	3,379	3,575	3,422	3,527
Personal Income ($000,000)	31,663	31,257	30,910	31,146

Stock Index

	Iowa*	Dow Jones Industrial
April, 1983	341.86	1,226.20
May, 1983	363.71	1,199.98
June, 1983	363.19	1,221.96

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Prices Received by Farmers

	6/83	5/83	6/82
Corn, bu.	$ 2.98	$ 3.00	$ 2.49
Soybeans, bu.	5.73	5.99	6.01
Oats, bu.	1.71	1.74	2.03
Hogs, cwt.	44.40	45.70	56.60
Beef cattle, cwt.	59.20	61.10	62.70
Calves, cwt.	61.40	64.30	65.70
Milk (whls), cwt.	12.90	13.10	12.80
Sheep, cwt.	12.40	14.70	23.60
Lambs, cwt.	53.30	60.30	59.50
Eggs (market), doz.	.44	.45	.34
All hay, ton baled	55.00	57.00	57.00
Turkeys, lb.	.37	.35	.39

Average Prices Paid by Farmers

	6/15/83	6/15/82
Beef cattle concentrated, 32-36%	$ 13.10	$ 12.90
Hog feed, 38-42% protein	15.40	15.10
Soybean meal, 44% protein	12.50	13.00
Dairy feed, 16% protein	195.00	180.00
Poultry feed, layer ration	190.00	192.00

Commodity Feed Price Ratios

	6/15/83	6/15/82
Hog — corn[1]	14.9	22.7
Beef cattle — corn[1]	19.9	25.2
Egg — feed[2]	5.1	4.0
Milk — feed[3]	1.32	1.42

[1] Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.
[2] Pounds of laying feed equal in value to 12 eggs.
[3] Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

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International trade exhibitions

- Eighth Bi-Annual International Fair of Ecuador. Guayaquil, Ecuador, Oct. 1-12, 1983.
- Stockholm Technical Fair. Stockholm, Sweden, Oct. 20-26, 1983.
- HOTELEX '83. Singapore, Oct. 26-29, 1983.
- Santiago International Trade Fair. Santiago, Chile, Oct. 26-Nov. 6, 1983.
- MACHEX '83. Machine Tools, Metal Working, and Welding Equipment Exhibition, Hong Kong, Nov. 8-11, 1983.
- ASIAPRINT '83 and ASIAPACK '83. Printing and Packaging Exhibitions, Singapore, Nov. 9-13, 1983.
- U.S. Pavilion at Lagos International Fair. Lagos, Nigeria, Nov. 19-28, 1983.
- Representaciones Comerciales '83. Mexico City, Dec. 6-9, 1983.
- U.S. Pavilion at BOAT '84. Boating and Water Sports Exhibition, Dusseldorf, West Germany, Jan. 21-29, 1984.
- Third SaudiAgriculture Exhibition. Riyadh, Saudi Arabia, April 8-12, 1984.
- SUB-CON INTERNATIONAL. Engineering, Manufacturing, and Subcontracting Industries Exhibition, Detroit, April 10-12, 1984.
- Food & Hotel Asia '84. Singapore, April 24-27, 1984.
- MEDBUILD '84. First International Building and Construction and Public Works Exhibition, Athens, Greece, May 1-7, 1984.
- PRINTEX '84. First International Printing Machinery and Graphic Arts Exhibition, Hong Kong, May 29-June 1, 1984.
- AGASIA '84. Agricultural Exhibition, Kuala Lumpur, Malaysia, Aug. 3-6, 1984.
- PACKEX '84. First International Exhibition for Packaging Machinery and Materials, Hong Kong, Nov. 26-29, 1984.
- PLASMEX '84. Plastics Machinery and Equipment, Moscow, Nov. 28-Dec. 5, 1984.

For additional information, contact the Industrial Division, International Section, Iowa Development Commission, 250 Jewett Building, Des Moines, Iowa 50309; 515/281-8481 or 3138. ◆

Rendezvous set for Sept. 24-25

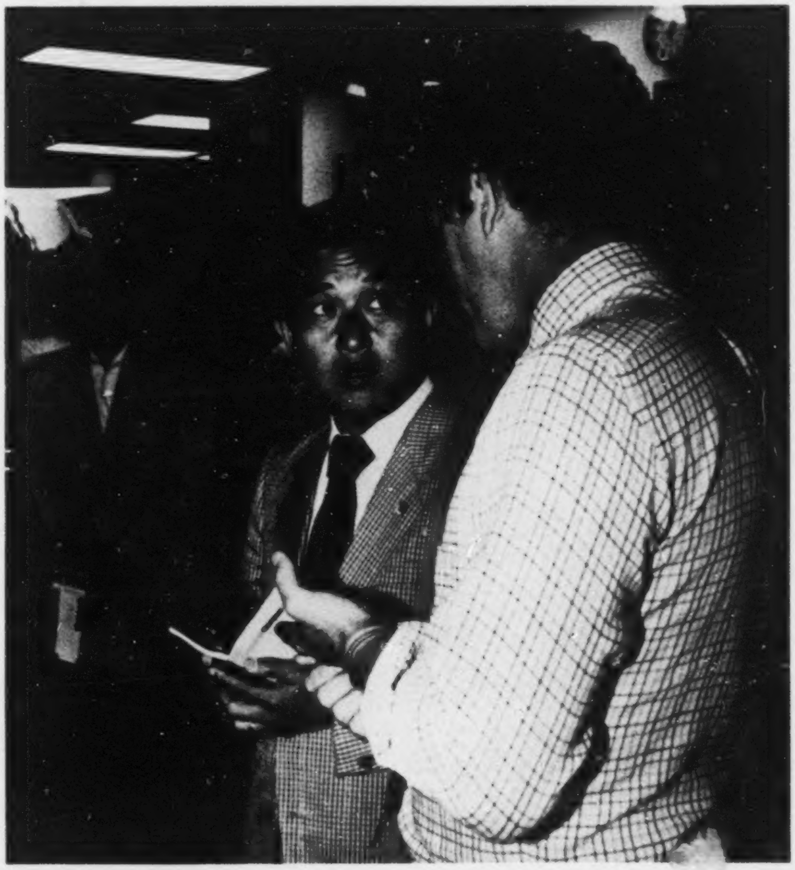
Hundreds of buckskinners, artisans and soldiers will return to Fort Atkinson in northeast Iowa the weekend of Sept. 24 and 25 for the seventh annual Fort Atkinson Rendezvous.

Dressed in period clothing, the participants spend the weekend on the fort grounds in tepees, lean-tos and wall tents. Thousands of spectators come to the rendezvous each year to see this re-creation of the lifestyle of the 1840s.

During the two-day event, cannons and muskets are fired, various types of frontier competition are held, and old-time crafts are demonstrated and offered for sale.

Admission to the rendezvous is free, with activities scheduled from 9:30 a.m. to 4:30 p.m. on Saturday and 9 a.m. to 4 p.m. on Sunday.

The event is sponsored by the Iowa Development Commission, Iowa Conservation Commission and the people of the Fort Atkinson area. The rendezvous is held with the permission of the Iowa State Preserves Advisory Board. ◆



Koichi Ito, a Tokyo representative for the U.S. Feed Grains Coun[illegible]ens as Tom Stocke of Agri Industries in West Des Moines describes future[illegible]ing in the United States. Ito served as the interpreter during a July visit to Io[illegible] 15 Japanese agribusinessmen. The Japanese were here to study U.S. agriculture. The Iowa Development Commission hosted the Japanese while they were in Iowa.

Here's where to tune for Iowa's new radio ads

Radio advertisements promoting Iowa as "A State of Minds" began airing on 400 of the country's largest radio stations during the week of Aug. 22.

The radio campaign — designed to sell Iowa to the executives of the country's rapidly growing, advanced-technology companies — will continue through the week of Oct. 24.

During the ten-week campaign, the Iowa Development Commission is buying three spots each week on the CBS Radio Network's "Today in Business" show. The spots feature progress reports on technology in Iowa.

"Today in Business" airs Monday through Friday. Iowans interested in hearing the advertisements should tune to these CBS affiliates in Iowa:

- WMT-AM in Cedar Rapids at 6:19 p.m.
- KRNT-AM in Des Moines at 5:30 p.m.
- KGLO-AM in Mason City at 6:25 p.m.
- KBIZ-AM in Ottumwa at 6:10 p.m.
- KOAK-AM in Red Oak at 5:25 p.m.

Out-of-state CBS affiliates that Iowans may listen to are: WNAX-AM in Yankton, SD; WCCO-AM in Minneapolis; KCMO-AM in Kansas City; WTAD-AM in Quincy; WHBF-AM in Rock Island.

As part of the same campaign, print advertisements promoting Iowa will appear in upcoming issues of the magazines *High Technology*, *Electronic Business* and *Area Development*.

Foreign business inquiries

Call 515/281-3581 for more information

Corn dryer

An Austrian engineer who has designed an energy-saving corn dryer is seeking licensees or joint-venture partners to market the process in the United States. After the cobs and dust have been removed from the corn, they are carried to a grinder and then to a combustion chamber to be used in place of conventional fuels in the drying process. The cost of the dryer is recoverable within five years through energy-cost savings. The engineer was awarded a prize in Austria for his design. **(A73-5535JL)**

Electric cars

An Italian manufacturer of small electric cars for children is seeking a distributor in the United States for its products. The firm feels there is a large market for the cars in the United States. If successful, the distributing agreement could evolve into a joint venture for manufacturing the product. The company is 40 years old, employs 300 and lists sales of $25 million, including sales of brake cables and parts to Fiat. **(153-4435JL)**

Fiberglass tanks

A German manufacturer of concrete-reinforced, fiberglass tanks seeks a joint venture for production in the United States. The tanks are spherical and designed to be placed underground. The company is 8 years old, employs 180, lists annual sales of $38 million and enjoys an excellent reputation in Europe. **(G73-6030J)**

Iowa

a place to grow

IDC DIGEST
Sept., 1983 Vol. XII-No. 10

IDC COMMISSIONERS
Robert H. Meier, chrm. .... Ottumwa
E. Thurman Gaskill, v. chrm. ...... Corwith
Michael Dunn .... Bettendorf
David B. Hinton .... Des Moines
Karen Merrick .... Guttenberg
F. Forbes Olberg .... Cedar Rapids
Jack C. Pester .... Des Moines
Bill Riley .... Des Moines
Ronald H. Schechtman .... Carroll
Robert L. Thomson .... Charles City
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Jack C. Bailey .... Director
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Chinese visit spurs trade hopes

Prospects for trade between Iowa and China took a giant step forward in July, according to state officials, when Gov. Terry Branstad and the governor of the Hebei Province in China signed a formal friendship agreement.

The signing came during a seven-day visit to Iowa by the Chinese governor and six of his top deputies.

The agreement pledges the two governments to carry out exchanges in agriculture, commerce, business, culture, education, sports, science and technology.

"This is just the beginning of our cooperation," said Gov. Zhang Shuguang through a translator.

While in Iowa, the Chinese expressed particular interest in learning about food processing and the uses of corn, soybeans and beef.

The Hebei Province is heavily agricultural and is the center of China's cotton industry. Hebei farmers also grow wheat, corn, sorghum, potatoes and mushrooms. With 53 million people, Hebei is China's fourth-largest province. Located in east-central China, Hebei surrounds but does not include Peking, the nation's capital.

Chinese Governor Zhang Shuguang asks Bondurant farmer Tom Towers (right) about root damage to his soybean plants because of Iowa's early-summer rains. Shuguang is the governor of Iowa's new sister state in China, the Hebei Province. With the governor are: Wu Qingcheng (left center), vice chair of the Provincial Peoples Congress in Hebei; Zhang Ulin (right center), deputy director of the Hebei Department of Agriculture.

During a meeting following the signing ceremony, Jack Bailey, director of the Iowa Development Commission, received permission to send a trade mission of Iowa business representatives to Hebei in 1984. Arrangements also were made for a delegation of Chinese business people to visit Iowa late this year or early next year.

The July visit by the Chinese was coordinated by the Iowa-Hebei Friendship Committee, which former Gov. Robert D. Ray chairs.

While governor, Ray made the first overtures to the Hebei about forming a sister-state relationship with Iowa. Ray visited Hebei in September 1982. The agreement signed by Branstad in July is a replica of one signed by Ray when he was in China. Iowa is the eighth state to form a sister-state relationship with a Chinese province.

The IDC and Branstad's office also helped coordinate the visit by the Chinese. ♣

October, 1983

Digest

Iowa
DEVELOPMENT
COMMISSION

Meet the new IDC

See page 3

AVAILABLE BUILDINGS

PARTIAL LIST

This is not a complete list of all buildings available in Iowa. Due to space limitations, many smaller and special purpose facilities are not included here. For further information, please call 515-281-3251.

SQUARE FOOTAGE	COMMUNITY	FORMER USE
10,000	Rockwell City	Manufacturing
10,000	Charles City	Spec Building (new)
12,000	Sioux City	Spec Building (new)
20,000	Clinton	Spec Building (new)
20,000	Estherville	Spec Building (new)
20,000	Iowa Falls	Spec Building (new)
20,000	Maquoketa	Spec Building (new)
21,000	Corning	Spec Building (new)
21,205	Oskaloosa	Spec Building (new)
21,250	Buffalo Center	Manufacturing
21,600	Storm Lake	Spec Building (new)
22,166	Mason City	Warehousing
22,500	Red Oak	Spec Building (new)
23,000	Waverly	Spec Building (new)
23,600	Lake Mills	Lt. Mfg./Warehousing
29,400	Oelwein	Lt. Mfg./Warehousing
29,500	Sioux City	Manufacturing
30,000	Marshalltown	Spec Building (new)
31,156	Webster City	Warehousing
32,600	Maquoketa	Manufacturing
33,100	Eldora	Mfg./Warehousing
34,000	Hampton	Manufacturing
35,000	Council Bluffs	Manufacturing
37,500	Spencer	Manufacturing
40,000	Creston	Spec Building (new)
40,000	Fort Madison	Warehousing
40,000	New Hampton	Manufacturing
44,348	Osceola	Lt. Manufacturing
51,772	Waterloo	Lt. Manufacturing
60,250	Davenport	Lt. Mfg./Warehousing
65,106	Ottumwa	Trng./Manufacturing
66,467	Waterloo	Manufacturing
74,456 (multi-bldg. complex)	Oskaloosa	Mfg./Warehousing
85,000	Burlington	Manufacturing
96,000	Pella	Manufacturing
100,000	Cedar Rapids	Spec Building (new)
120,000 (multi-bldg. complex)	Boone	Lt. Mfg./Warehousing
137,500	Centerville	Manufacturing
159,336	Mason City	Mfg./Warehousing
160,000	Waterloo	Manufacturing
169,000	Red Oak	Manufacturing
255,000	Burlington	Manufacturing
273,000	Fort Dodge	Manufacturing
655,000	Des Moines	Manufacturing

Telenetwork beams classes on trade

Small-business owners and managers who want to find out how to sell their products in the international marketplace are invited to attend a series of five classes that will be held statewide in October and November.

The two-hour classes will originate in Des Moines, but will be available live at all of Iowa's area community colleges through the state's teleconference system. The programs will be offered at 22 sites in all.

The classes will be held on five successive Wednesdays beginning Oct. 5 and ending Nov. 2. All sessions begin at 8 a.m.

Panels of foreign trade experts will lead the discussions during the sessions, covering such topics as trade opportunities, methods, strategies, operations, and the future.

The cost of registering for the sessions is $50. Registration may be made by calling 515/271-3905 or 271-2525; or toll-free in Iowa, 800-362-2416. Walk-in registrations will be accepted at the community colleges on a first-come, first-serve basis.

The classes are sponsored by the College for Continuing Education at Drake University, in cooperation with the Regents Institutions, the Iowa Area Community Colleges, the U.S. Small Business Administration, and the Small Business Development Centers. ✦

New office, new logo, new organization

The IDC on the move

The Iowa Development Commission has a new look.

The agency has just finished its move into new quarters in the Capitol Center complex on Des Moines' east side, about three blocks southwest of the State Capitol.

The move — approved by the Legislature last session — was made to ensure that the state puts its best foot forward when trying to promote economic growth, said Jack Bailey, IDC director.

"These new offices will enable us to offer some services we couldn't even think of offering in our old location at the Jewett Building," Bailey said.

Bridging the old with the new is a fresh logo design based on the familiar four-looped symbol. The new design is now the official logo of the IDC.

Both steps come at a time when the agency is undergoing a complete reorganization. Five new "groups" have replaced the former structure of seven divisions, a move designed to improve the coordination of the IDC's economic development work. The committee structure of the Iowa Development Commission itself also has been changed, with the part-time commissioners serving on four new committees. One of those committees will oversee the writing of a six-year economic plan, outlining what new emphases and initiatives are needed to turn Iowa's economy around.

"We're not changing for the sake of change," Bailey said. "These steps will help us work smarter and more effectively."

The move to new quarters is part of an effort to improve the marketing of the state.

"I think Iowa Public Television hit the nail on the head in its series on Iowa's economy when it described our old location as 'a squat building on the fringe of downtown Des Moines,'" Bailey said.

"To be competitive in promoting this state as a place to do business, we need good marketing tools. And one of those tools is a business-like atmosphere in which to meet company executives."

A major feature of the new offices is a modern conference room, similar to those found in the private sector. Promotional films, videocassettes and multi-media programs submitted by communities will be kept on file and shown to visiting business people in this room, as part of a new Briefing Center.

Free parking for the public also is available at the new site, something that was next to impossible to find at the old location.

The IDC is occupying one wing, or 15,000 square feet, in the first of three Capitol Center buildings scheduled to be erected as part of an east-side revitalization effort.

While preparing for the move, attempts were made to save money at every turn, Bailey said.

Nearly all of the furniture in the new offices was moved from the old location. And the new offices sport few permanent walls. The "open office" concept is used to make the most of the available space, and to allow for flexibility at minimum cost. As far as the move itself, most of that was done by agency staff.

Iowa®
DEVELOPMENT
COMMISSION

The new address for the Iowa Development Commission is:

600 E. Court Avenue, Suite A
Des Moines, Iowa 50309

The new offices are located about three blocks southwest of the State Capitol. The commission's phone number, 515/281-3251, has not changed.

Logo

The new logo will be used to lend continuity to the IDC's and the state's promotional efforts. The fresh design modernizes the familiar "A Place to Grow" symbol and places it in new surroundings.

Officials decided to keep the symbol because it could be used to

(Cont. on page 4)

Doug Getter, manager of the IDC's Research and Development Group, helps erect office partitions in the agency's new quarters. As a way to save money, IDC staff did much of the move themselves.

(Cont. from page 3)

update the state's image while at the same time "build on the equity we already have," Bailey said.

The symbol — representing growth in all directions — was designed 13 years ago. Since then, the mark has had extensive use on everything from traffic signs to state-owned vehicles, as well as most IDC materials.

The new logo places the symbol in a wide band of red. Red was chosen because it is a strong marketing color. The word "Iowa" appears in big type below the band. The slogan "A Place to Grow" or the words "Development Commission" appear in smaller type beneath the "Iowa."

The logo will be used on all IDC publications, promotional materials and stationery. Other state agencies will be invited to use the same design for their own publications and promotional material. And use of the updated symbol will be encouraged statewide.

"We urge everybody to join us in a consistent approach to the marketing of Iowa," Bailey said. "Without an all-out effort, the task of ensuring the recognition and appreciation of Iowa will be just that much more difficult." ✤

Cities, IDC pitch Iowa at Zurich show

Three Iowa cities and the state's European Office will be vying for the attention of foreign investors during an October exhibition in Zurich, Switzerland.

Representatives of Cedar Rapids, Iowa City and Sioux City, as well as the Iowa Development Commission, will be operating booths at the "Invest in America's Cities" show sponsored by the U.S. Conference of Mayors.

"We want to let European investors know that Iowa and its communities are financially attractive, that we have the right climate to turn profits for investors interested in establishing companies or building plants in the U.S.," said the IDC's John Schissel.

The exhibition is similar to a trade show, with investors walking from booth to booth gathering literature and talking with exhibitors.

"Paul Wagner in our European Office meets with investors all the time, but this is an opportunity for several Iowa representatives to meet with hundreds of investors in just a short period of time," Schissel said.

Investors from all parts of Europe are expected to attend the exhibition, which is set for Oct. 17-20. More than 100 U.S. cities, counties, states, ports and companies are expected at the show. ✤

Hollywood returns to Iowa

Feature-filmmaking has returned to Iowa after a three-year hiatus — this time with a double punch.

By the second week of October, if all goes according to plan, work on the movie "Children of the Corn" should be wrapping up in the Sioux City area and work on the film "Country" should be starting near Waterloo.

"This has been an unbelievably busy year for film activity in Iowa," said Bill Lindstrom, film coordinator for the Iowa Development Commission. Besides the two feature films, three episodes of the television series "The Mississippi" were shot in the Dubuque area this summer, and several commercials were filmed in other Iowa spots during the year.

Lindstrom and the IDC's Communications Group work with film companies and advertising agencies to scout locations and convince producers that Iowa has the right settings and services for their work.

A film crew for the movie "Children of the Corn" shoots some automobile scenes near the Iowa community of Whiting. The crew was in the Sioux City area throughout September making a movie based on the Stephen King horror story of the same title.

Money

The significance of the film work is money. The last feature film made in Iowa, "Take This Job and Shove It" in 1980, dropped about $1 million in the Dubuque area because of money spent for lodging, meals, the hiring of extras, and a variety of other local services. The production crew of "Children of the Corn" was expected to leave about the same amount in the Sioux City area, and "Country" should boost the Waterloo area economy by double or triple that amount, Lindstrom said.

The resurgence of film activity in Iowa, Lindstrom said, probably is linked to the economy.

"Fewer movies were made throughout the country in 1981 and 1982 because of the economic downturn," he said. "And Iowa seems to have benefited quite well from this year's upturn because of a trend toward films with rural subjects."

'Corn'

"Children of the Corn" is a horror movie based on a short story by Stephen King, author of the books *Carrie, The Shining* and *Cujo*.

The movie's plot concerns a town taken over by children. They subsist on corn, and they believe that to ensure a bountiful crop they must sacrifice anyone older than age 18.

Scenes were shot in and near the communities of Hornick, Salix, Sloan and Whiting. The crew was in the Sioux City area for about a month.

The producers of the movie chose northwest Iowa as the site for their filming, Lindstrom said, because of the flat terrain, the vast corn fields and the looks of the small communities. Lindstrom worked closely with Gary Owens and Barb Weber of the Sioux City Industrial Development Council in enticing the producers to Iowa.

The movie is scheduled for release next year.

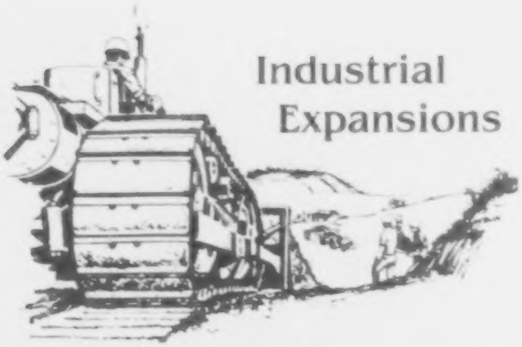
'Country'

Actress Jessica Lange, who has starred in the movies "Tootsie" and "Francis," is the producer of "Country." The Academy-Award winning actress also will star in the film.

The movie is the contemporary story of a farm family beset by financial problems and forced to fight foreclosure. Disney Productions is bankrolling the project, and a 1984 release is scheduled.

Shooting of the movie is expected to begin about Oct. 10 on a farm northeast of Waterloo and in surrounding communities. The movie has the largest budget of any film ever made in Iowa. Filming is set to continue through Dec. 20.

The producers have come to Iowa to film "Country" because screenplay writer Bill Witliff did his research here, Lindstrom said, and because the terrain and the look of the area appealed to Lange and Witliff. After the location was selected, Lindstrom worked closely with Waterloo city and chamber officials on the project. ◆



Industrial Expansions

Vigortone tops expansions list

Beatrice Agri-Products

Vigortone Ag Products of Cedar Rapids has been named the headquarters of a large new company being created by its parent, Beatrice Foods Co.

The new company will consolidate Vigortone and seven other Beatrice subsidiaries into a firm called Beatrice Agri-Products. The consolidation is expected to be completed in about two years, and to create about 100 new jobs in Cedar Rapids.

Eventually, company officials expect to expand the present Vigortone office or move to new offices in Cedar Rapids.

Hepar Industries Inc.

Hepar Industries Inc., an Ohio-based pharmaceutical manufacturer, has announced plans to open a plant in Storm Lake.

The company plans to buy a 21,600 square-foot "spec" building in the Storm Lake Industrial Park. Officials hope to begin operations next spring, with an initial employment of about 10 workers. Within 24 months, employment could grow to 30 workers.

Workers at the plant will process animal tissue for the manufacture of the drug heparin, an anticoagulant for blood.

Bradford Window Co.

Bradford Window Co., a wholly-owned subsidiary of Robintech Inc. of Fort Worth, Tex., has moved its assets from Vestal, N.Y., to Grinnell.

The company has been operating on a steadily increasing production schedule since May 1 at the former Robintech plant in the Grinnell Industrial Park. Employment at the plant is expected to reach 40 workers by the end of the year.

The workers are producing PVC (polyvinyl chloride) lineals for window frames and PVC pipes.

T Vacation Inc.

T Vacation Inc. has announced its intent to open a plant in Marengo to manufacture laser video disc changers.

Michael Siegel of Chicago, founder of T Vacation, is seeking a patent on the disc changer he designed for use in travel agencies. He said he hopes to begin operations in Marengo by next spring, with employment of about 25 workers.

Siegel said one of the reasons he chose Iowa for the plant is that he's "never seen a state so anxious and willing to help small businesses."

Crescent Baking Co.

Crescent Baking Co. of Davenport is hiring an additional 20 workers this fall to help produce 66 million crackers for military C-rations.

The $1.6 million contract for the crackers was awarded to the company after it researched the military's cracker needs. The crackers must meet exact specifications.

Dubuque Star Brewing Co.

Agri Industries of West Des Moines has sold the Dubuque Star Brewing Co. to a group of Milwaukee business people.

Richard Armitage, the new president of the brewing company and a spokesman for the buyers, said his group hopes to resume operations at the company's Dubuque brewery by mid- to late-October after extensive renovation.

"Even though we're all from Milwaukee, we intend to run this as a local, Iowa brewery," Armitage said. "We plan to brew a super-premium beer that will be competitive with the imported brands."

Agri Industries bought controlling interest in the company from the Joseph Pickett family in 1980. Agri still holds a lease on the Mississippi River waterfront property that surrounds the brewery. Company officials said they are continuing to study the feasibility of locating a grain terminal on the land.

Trausch Baking Co.

Trausch Baking Co. of Dubuque is building a new $500,000 distribution center in Cedar Rapids. The center is expected to be completed by Dec. 1.

The distribution center will serve communities within about a 60-mile radius of Cedar Rapids and will employ about 30 people. Trausch bakes Sunbeam, Hillbilly and Country Hearth breads at its Dubuque bakery. Trausch also has distribution centers in Burlington, Dubuque, Ottumwa and Waterloo.

3M Inc.

3M Inc. has announced plans to expand the tape manufacturing facility at its Knoxville plant. Construction of the 7,000 square-foot addition is scheduled to begin in November.

The addition will house a new coating line for foam tapes used in the assembly of automobiles. Pro-

(Cont. on page 15)

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1983:4

Iowa Economic Indicators

State of Iowa
Office for Planning and Programming

Despite Downward Nudge, GSP Healthy Compared to One Year Earlier

Iowa Gross State Product

Iowa's economy ebbed slightly during the first quarter of 1983. But a comparison with the same period in 1982 shows positive signs of stability and potential growth for the state.

A 1.1 percent decline in real personal income contributed to a 0.5 percent drop in Iowa's Gross State Product between the final quarter of 1982 and the first quarter of 1983.

The 1983 level, however, marked a sturdy 3.9 percent increase over the level one year earlier. This annual increase is a welcome change from the dour 1982 quarters which had all measured declines from the preceding year — ranging from 0.2 percent to 7.5 percent.

Economic Activity by Industry

Estimated income earned by laborers, business proprietors and corporations in Iowa remained virtually unchanged between fourth-quarter 1982 and first-quarter 1983. Income grew in the service-producing sector, but that rise was offset by widespread declines among goods-producing industries which include agriculture, mining, construction and manufacturing.

All major groups in the service-producing sector showed income gains — ranging from 0.3 percent (government) to 4.8 percent (finance, insurance and real estate).

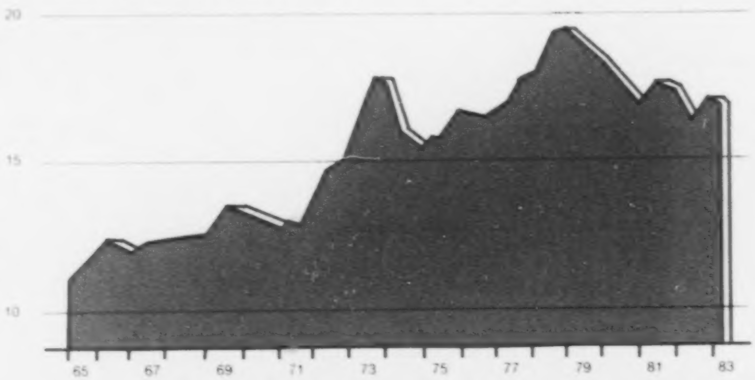
The largest decreases among producers of goods were 13.2 percent in agriculture, 10.3 percent in machinery manufacturing and 6.5 percent in printing and publishing. Primary metals manufacturing was a notable exception: income jumped 24.8 percent from its depressed fourth-quarter level.

Total income of all industries has increased only 0.7 percent since the first quarter of 1982. Income in the goods-producing sector fell 7.2 percent, while the service-producing industries gained 5.4 percent.

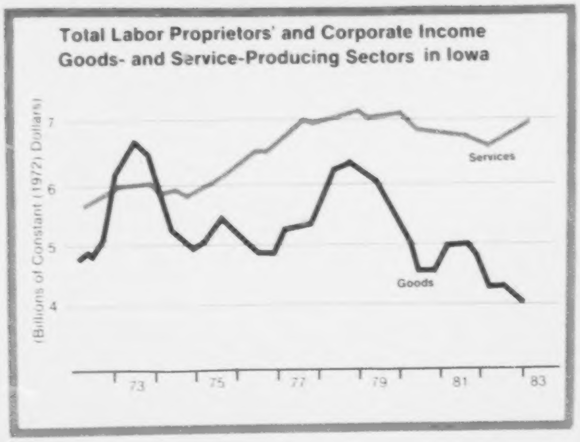
(cont. on page 9)

Iowa Gross State Product

(in billions of constant 1972 dollars, seasonally adjusted at annual rates)



Total Labor Proprietors' and Corporate Income Goods- and Service-Producing Sectors in Iowa



Selected Economic Indicators

all series seasonally adjusted

(All indices, 1967 = 100)	Annual Average 1981	Annual Average 1982	1982 Q:4	1983 Q:1	Percent Change from '82/Q:4	Percent Change from '82/Q:1
Iowa GSP (billions)						
Constant (1972) dollars	16.7	16.1	16.4	16.3	-0.5	3.9
Current dollars	32.7	33.4	34.4	34.7	0.9	8.7
Iowa Personal Income (billions)						
Constant dollars	15.6	14.8	14.9	14.7	-1.1	0.5
Current dollars	30.4	30.6	31.3	31.3	0.2	5.2
Gross National Product (billions)						
Constant dollars	1,502.6	1,476.9	1,477.2	1,486.7	0.6	1.1
Current dollars	2,937.7	3,059.3	3,108.2	3,170.6	2.0	5.8
			May 83	June 83	From Previous Month	From Previous Year
Consumer Price Index (U.S.)	272.4	289.1	297.1	298.1	0.3	2.6
Producer Price Index (U.S.)	293.4	299.3	301.7	302.5	0.3	1.1
12 Leading Indicators (U.S.)	140.9	137.0	154.3	155.9	1.0	15.1
			June 83	July 83		
U.S. Industrial Production Index	151.0	138.6	146.0	148.6	1.8	7.1
Iowa Industrial Production Index	161.9	137.8	137.6	138.1	0.4	1.5
Food & Kindred Products	143.5	136.0	126.7	133.6	5.4	3.6
Printing & Publishing	161.7	158.9	160.7	163.8	1.9	3.3
Rubber & Plastics	287.8	247.6	283.6	269.5	-5.0	6.3
Fabricated Metals	135.8	111.6	115.7	115.6	-0.1	5.2
Nonelectrical Machinery	177.2	132.5	131.1	128.5	-2.0	-2.9
Electrical Equipment	128.7	114.7	115.8	115.6	-0.2	-0.4
Iowa Initial Jobless Claims Index	362.1	532.1	403.3	342.9	-15.0	-33.4

Total Labor, Proprietors' and Corporate Income in Iowa

Seasonally Adjusted at Annual Rates
Billions of Constant (1972) Dollars

	Annual Average		1982	1983	Percent Change from	
	1981	1982	Q:4	Q:1	'82/Q:4	'82/Q:1
Total Income	**11.59**	**10.38**	**10.39**	**10.38**	**—**	**0.7**
Goods Producing	4.91	3.72	3.62	3.50	-3.3	-7.2
Agriculture	0.89	0.38	0.44	0.39	-13.2	6.3
Mining	0.03	0.02	0.02	0.02	-11.5	-15.1
Construction	0.63	0.50	0.50	0.48	-3.8	-5.2
Manufacturing	3.36	2.82	2.66	2.61	-1.7	-9.3
Durables	2.00	1.61	1.48	1.45	-1.9	-12.0
Primary Metals	0.12	0.08	0.07	0.08	24.8	-7.9
Fabricated Metals	0.27	0.23	0.22	0.22	0.3	-6.7
Machinery	0.91	0.67	0.58	0.52	-10.3	-29.3
Electrical Machinery	0.33	0.30	0.29	0.28	-3.2	-5.2
Nondurables	1.35	1.21	1.18	1.17	-1.0	-5.4
Food & Kindred Products	0.64	0.57	0.56	0.55	-0.6	-4.4
Printing/Publishing	0.17	0.13	0.12	0.11	-6.5	-20.0
Rubber	0.10	0.08	0.07	0.07	-3.0	-17.2
Service Producing	6.68	6.67	6.77	6.89	1.8	5.4
Transportation & Public Utilities	0.83	0.79	0.76	0.79	2.7	-1.6
Finance, Insurance and Real Estate	0.69	0.69	0.74	0.78	4.8	21.7
Trade	2.05	2.05	2.08	2.12	1.9	5.5
Wholesale	0.94	0.94	0.96	0.97	1.4	5.3
Retail	1.11	1.11	1.12	1.15	2.6	6.0
Services	1.63	1.65	1.69	1.70	0.6	4.6
Government	1.48	1.49	1.50	1.50	0.3	2.2

Agriculture

Real farm income fell 13 percent during the first quarter of 1983 from the level recorded in the fourth quarter of 1982. Prospects for income in this sector remain clouded by a number of uncertainties. Exports of farm commodities are expected to show some growth, largely because of recent trade agreements with the Soviet Union and China. Export growth will be limited, however, by the heavy debt burden in developing countries and the high value of the dollar in relationship to other currencies. Uncertainty about future federal agricultural policy further complicates the outlook for this sector.

Manufacturing

Real income in manufacturing dropped 1.7 percent during the first quarter when compared to the fourth quarter of 1982, its sixth decline in the last seven quarters. The decline was spread among producers of both durable and nondurable goods, led by a 10.3 percent drop in machinery manufacturing and a 6.5 percent drop in the printing and publishing industry.

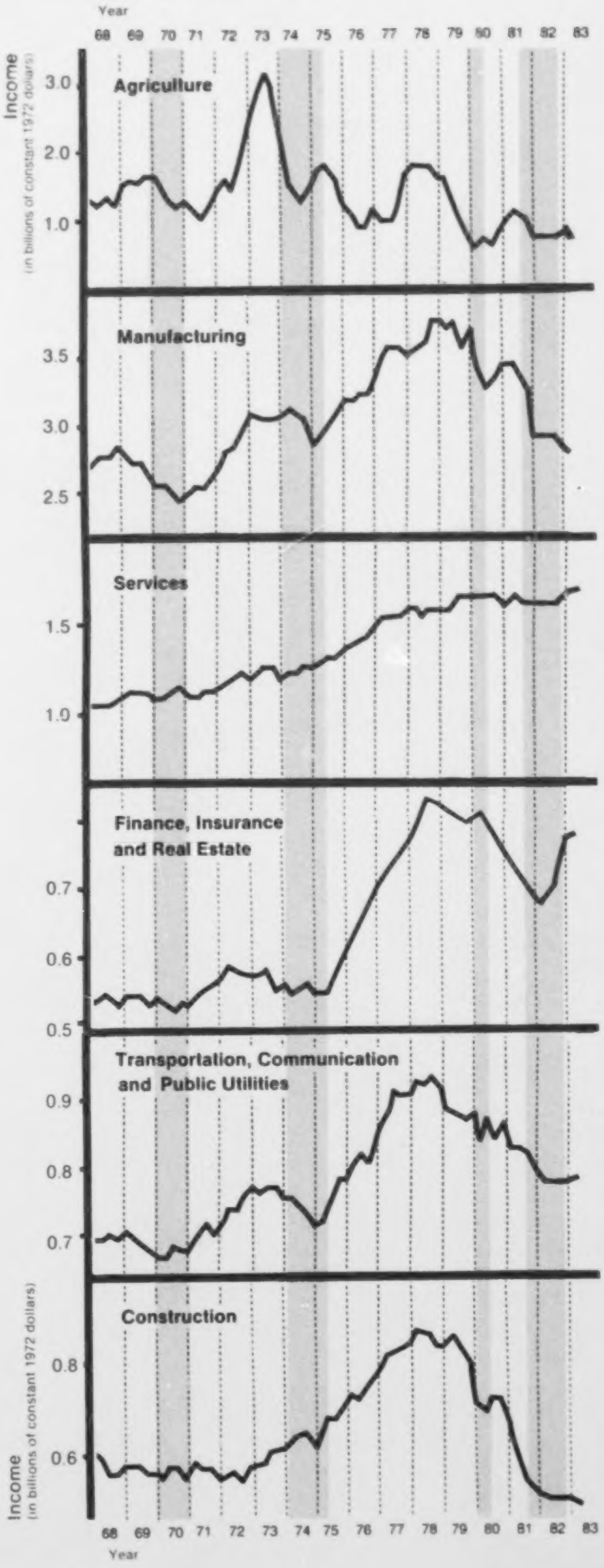
All major manufacturing groups showed declines from the preceding year, including nonelectrical machinery (-29.3 percent), printing and publishing (-20.0 percent), and rubber and miscellaneous plastic products (-17.2 percent).

Services

Real income in service industries historically has been insulated from the effects of the business cycle. The current recession has caused growth rates to slow somewhat, but income has risen in six of the last eight quarters. The 0.6 percent growth during the first quarter pushed the income level for service industries to its highest level on record.

Finance, Insurance and Real Estate

Real income in the financial sector has experienced strong growth during the last four quarters. The recession had caused income in this sector to decline by 24 percent between the end of 1978 and the beginning of 1982. During the last four quarters, however, income has risen by 21.7 percent in this sector, the largest increase of any major industry group.


Shaded areas indicate recession periods.

Transportation, Communication and Public Utilities

Declining use of railroads and a drop in demand for trucking and warehousing because of the recession have steadily depressed income in this industry group for the past four years. Real income has not been above previous years' levels since the first quarter of 1979, despite occasional periods of recovery such as the 2.7 percent increase during the first quarter of 1983.

Construction

Real income generated by the construction industry dropped by 3.8 percent during the first quarter. Construction income has fallen by 45 percent since its peak in 1978. Continuing high interest rates, fueled by concern about inflation and federal fiscal policy, make prospects for a sharp rebound in the housing market slim at best.

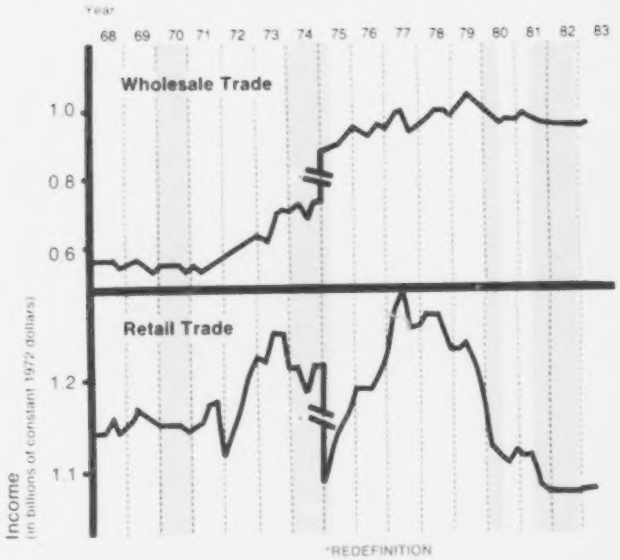
Wholesale Trade

A 1.4 percent rise in wholesale trade income for the first quarter was the fourth consecutive quarterly increase, and it pushed income for this sector close to its peak level in 1979. Possible increases for the rest of 1983 should be moderate, largely because of a depressed demand for agricultural equipment and supplies.

Retail Trade

Retail trade is another sector in which a recovery appears to be underway. The 2.6 percent rise in income during the first quarter was the fourth consecutive increase.

Shaded areas indicate recession periods



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Iowa Industrial Production Index

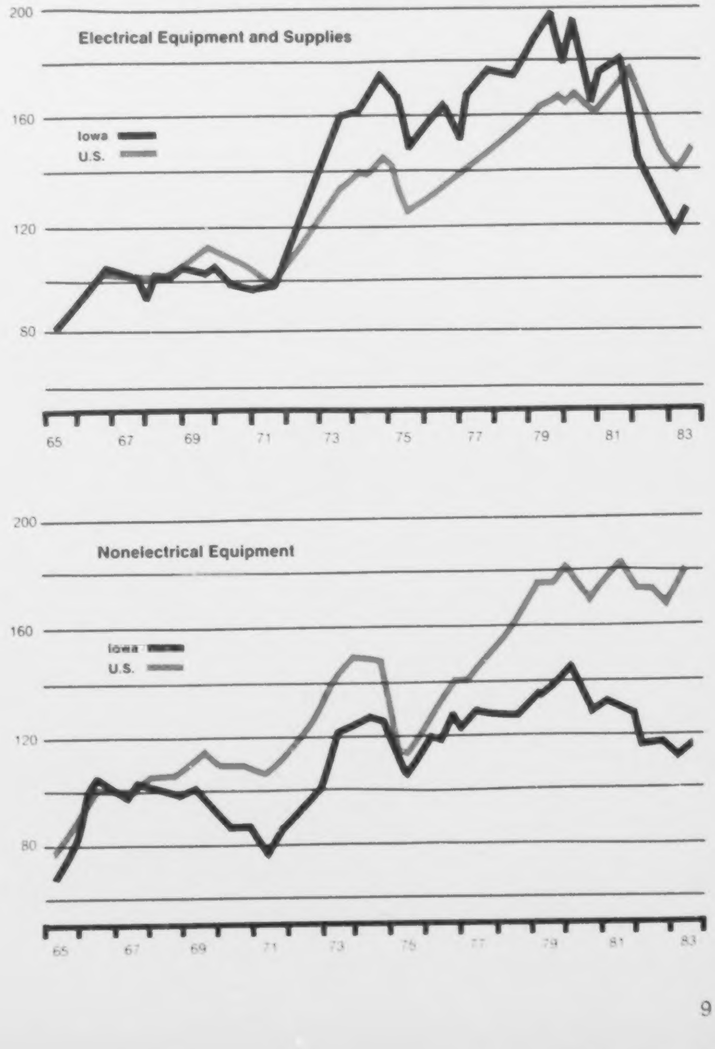
The Iowa Index of Industrial Production increased by 0.4 percent in July following June's 0.3 percent decrease. June's estimate was affected by a labor dispute. Although growth was sustained through the first seven months of the year, the rates of growth appear to have slowed during the second quarter.

The July production estimates may indicate a cooling of the moderate growth rates experienced earlier in the year. Four of the six individual indices fell in July after making steady progress through the first half of the year. The four industries which declined (rubber products, machinery, fabricated metals and electrical equipment) are sensitive to changes in interest rates, and further declines are possible if interest rates continue to rise.

Initial Claims for Jobless Benefits

The Index of Initial Claims for Iowa Jobless Benefits is one of the most encouraging indicators available. A 15 percent decline in July brought the index to its lowest level since the summer of 1981. The rapid decline indicates potentially strong employment gains in the months ahead, since it reflects fewer layoffs and helps set the stage for more hiring.

U.S. and Iowa Industrial Production Indices
(1967=100)



Labor Market Information

JOB SERVICE OF IOWA

Iowa Labor Force Summary (in thousands)

	1982 Jul.	Aug.	Sept.	Oct.	Nov.	Dec.	1983 Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Net Change From Jun. 83	 Jul. 82	Percent Change From Jun. 83	 Jul. 82
Resident Civilian Labor Force	1,414.4	1,387.6	1389.9	1,397.3	1,371.7	1,341.6	1,317.6	1,331.6	1,345.8	1,368.8	1,389.6	1,402.4	1,384.8	-17.6	-29.6	-1.3	-2.1
Resident Unemployed	91.2	86.7	80.3	82.8	88.5	94.9	111.3	108.9	102.6	94.8	86.5	83.2	79.0	-4.2	-12.2	-5.0	-13.3
Percent Unemployed	6.4	6.3	5.8	5.9	6.5	7.1	8.4	8.2	7.6	6.9	6.2	5.9	5.7	-.2	-.7	-.2	-.7*
Change in Rate	.1	-.1	-.5	.1	.6	.6	1.3	-.2	-.6	-.7	-.7	-.3	-.2				
Resident Total Employment	1,323.2	1,300.8	1,309.6	1,314.5	1,283.2	1,246.7	1,206.3	1,222.7	1,243.2	1,273.9	1,303.0	1,319.2	1,305.8	-13.4	-17.4	-1.0	-1.3
National Unemployment Rate	9.8	9.8	10.2	10.5	10.7	10.8	10.4	10.4	10.3	10.2	10.1	10.0	9.5	-.5	-.3	-.5	-.3*

*Unemployment rate changes are in period-to-period differences in the rates. All others are in percentage differences.

Labor Force Information for Iowa is non-Current Population Survey data.

Average Hours and Earnings in Iowa

	Average Hourly Earnings July 1983	 June 1983	 July 1982	Percent Change from June 1983	 July 1982	Average Weekly Hours July 1983	 June 1983	 July 1982	Percent Change from June 1983	 July 1982
Total Nonagricultural	$ 7.65	$ 7.60	$ 7.48	0.7	2.3	35.3	35.1	35.0	0.6	0.9
Manufacturing	$10.13	$10.21	$ 9.99	-0.8	1.4	39.5	39.7	38.3	-0.5	3.1
Durable Goods	$10.53	$10.56	$10.21	-0.3	3.1	39.7	40.1	37.9	-1.0	4.8
Fabricated Metal Products	$ 8.89	$ 8.91	$ 8.34	-0.2	6.6	39.1	39.4	37.0	-0.8	5.7
Machinery Except Electrical	$12.69	$12.71	$12.51	-0.2	1.4	40.2	40.6	37.8	-1.0	6.4
Electrical Equipment & Supplies	$ 9.72	$ 9.64	$ 8.86	0.8	9.7	38.0	39.1	38.7	-2.8	-1.8
Nondurable Goods	$ 9.63	$ 9.72	$ 9.70	-0.9	-0.7	39.3	39.4	37.0	-0.3	6.2
Food & Kindred Products	$ 9.47	$ 9.85	$10.14	-3.9	-6.6	40.0	39.3	39.5	1.8	1.3
Printing & Publishing	$10.34	$10.29	$10.05	0.5	2.9	38.4	37.6	37.7	2.1	1.9
Nonmanufacturing	$ 6.89	$ 6.80	$ 6.72	1.3	2.5	34.2	33.9	34.1	0.9	0.3
Mining	$ 7.50	$ 7.46	$ 8.09	0.5	-7.3	50.8	47.6	50.0	6.7	1.6
Contract Construction	$11.05	$10.78	$11.37	2.5	-2.8	42.2	40.7	39.5	3.7	6.8
Transportation & Public Utilities	$10.60	$10.41	$10.23	1.8	3.6	41.1	40.9	41.1	0.5	0.0
Wholesale & Retail Trade	$ 6.23	$ 6.23	$ 6.07	0.0	2.6	33.4	33.1	33.2	0.9	0.6
Finance, Insurance & Real Estate	$ 6.42	$ 6.44	$ 6.16	-0.3	4.2	36.4	36.8	35.9	-1.1	1.4
Services	$ 5.95	$ 5.84	$ 5.65	1.9	5.3	31.7	31.5	32.1	0.6	-1.3

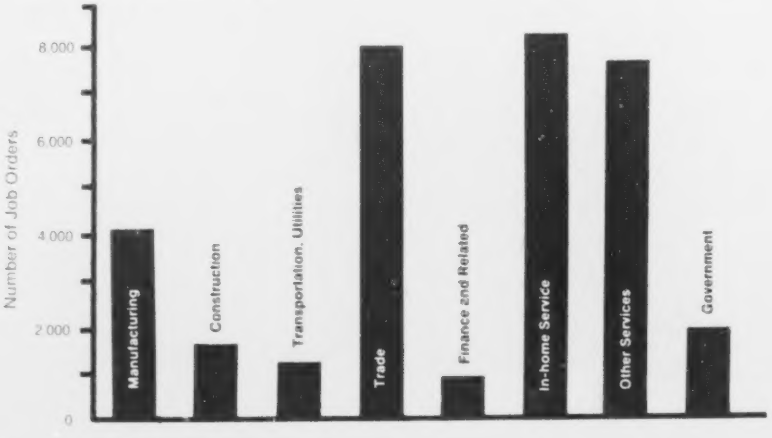
Iowa's unemployment rate continued downward during July, falling two-tenths of a percentage point over the month to 5.7 percent. The number of unemployed Iowans dropped to an estimated 79,000, compared to 83,200 in June and 91,200 in July 1982. The unemployment rate was 5.9 percent in June and 6.4 percent a year ago.

Summer cutbacks in public and private education which began in June and continued in July accounted for most of the decline in the state's employment totals for July. Total employment had been rising steadily since January, but dropped over the month to 1,305,800. The number of working Iowans totalled 1,319,200 in June and 1,323,200 in July 1982.

Contract construction increased employment by 1,500 over the month and the settlement of several labor-management disputes in meat packing brought some 2,000 persons back to work in the nondurable goods sector of manufacturing. Offsetting gains in the meat packing industry were several vacation shutdowns in durable goods which idled about 2,300 workers, mostly in the manufacture of farm machinery.

Source: Audit and Analysis, Iowa Department of Job Service

Job Orders Available in Iowa, by Industrial Category April through June, 1983



Acknowledgements

Office for Planning and Programming
523 East 12th Street
Des Moines, Iowa 50319

Edward J. Stanek, Ph.D., Director
Steven L. Rosenow, Staff Economist
David M. Annis, Graphic Designer

Iowa Department of Job Service
1000 East Grand Avenue
Des Moines, Iowa 50319

Colleen Shearer, Director
Larry Venenga, Labor Market Analyst

Iowa Ag & Business Indicators

Compiled by the Iowa Development Commission

Labor Demand and Supply[1] June, 1983

Service Areas	Individual Placements	New Applicants & Renewals	Service Areas	Individual Placements	New Applicants & Renewals
Ames	213	1,104	Iowa City	166	1,278
Atlantic	162	343	Keokuk	52	273
Burlington	389	1,184	Marshalltown	135	662
Carroll	106	558	Mason City	619	1,042
Cedar Rapids	280	2,565	Muscatine	134	435
Centerville	170	304	Newton	114	474
Charles City	63	344	Oskaloosa	53	411
Clinton	193	927	Ottumwa	164	851
Council Bluffs	427	1,544	Sheldon	67	338
Creston	98	595	Shenandoah	171	747
Davenport	297	1,883	Sioux City	607	1,880
Des Moines	1,098	3,522	Spencer	116	435
Dubuque	529	1,642	Storm Lake	101	352
Fairfield	44	244	Waterloo	174	3,241
Fort Dodge	326	1,383	Webster City	51	483
Fort Madison	159	404	STATEWIDE	7,284	30,048

[1] All individual placements made by and applicants listed with Iowa Department of Job Service.

U.S. Consumer Price Index

	June 1983	June 1982
All Urban Consumers (1967 = 100)	298.1	290.6

U.S. Composite Construction Cost Index

	April 1983	April 1982
U.S. Composite Construction Cost Index (1977 = 100)	159.7	156.5

Business Data

	6/83	6/82	6 mos./83	6 mos./82
New Car Registrations	8,785	5,792	44,832	36,878
Iowa Savings & Loan ($000,000)				
Total Loans Closed	71.1	24.7	208.4	93.3
Savings	68.5	26.2	561.2	8.5
Work Force (000)	1,400.2	1,445.0	1,359.7	1,389.7
Unemployment	81.9	83.3	97.2	88.8
Rate (% of work force)	5.9	5.8	7.2	6.4
Employment	1,318.2	1,361.7	1,262.5	1,300.9

Value of New Dwellings[1] ($000)

	7/83	7/82	7 mos./83	7 mos./82
Ames	$ 450.0	$ 229.5	$ 1,812.0	$ 719.0
Bettendorf	632.1	111.9	3,528.7	1,596.3
Burlington	238.0	212.0	948.7	841.0
Cedar Falls	42.8	62.3	867.1	435.2
Cedar Rapids	85.8	130.8	976.2	1,197.5
Clinton	111.0	25.0	482.5	108.0
Council Bluffs	276.1	197.9	1,347.5	758.2
Davenport	946.0	75.0	4,596.0	1,495.5
Des Moines	400.6	985.4	3,520.5	2,775.6
Dubuque	271.8	187.1	692.5	510.7
Fort Dodge	198.0	0	864.3	50.0
Iowa City	2,637.6	1,273.7	22,013.5	12,129.7
Keokuk	49.0	153.0	246.0	1,418.3
Marion	107.8	0	544.2	323.0
Marshalltown	0	84.0	237.0	399.0
Mason City	525.9	131.9	1,584.1	616.1
Muscatine	107.0	120.4	3,015.6	751.1
Newton	175.0	161.0	175.0	512.2
Ottumwa	0	85.0	445.0	1,367.0
Sioux City	353.7	48.2	1,101.2	1,970.4
Urbandale	720.4	127.3	3,584.8	1,214.5
Waterloo	125.0	260.1	1,355.5	1,312.6
W. Des Moines	1,997.8	56.5	9,331.8	2,159.6
TOTAL	$ 10,451.4	$ 4,718.0	$ 63,269.7	$ 34,660.5

[1] Single, two-family and multiple residential dwellings, based on housing permits issued.

Farm Retail Price Spreads

	June 1983	June 1982
Beef, Choice:		
Retail price (cts./lb.)	244.1	254.6
Net carcass value (cts.)	152.0	164.4
Net farm value (cts.)	143.3	154.4
Farm-retail spread (cts.)	100.8	100.2
Pork:		
Retail price (cts./lb.)	168.2	175.4
Wholesale value (cts.)	105.8	125.1
Net farm value (cts.)	73.1	93.7
Farm-retail spread (cts.)	95.1	81.7
Dairy Products:		
Retail cost (1967 = 100)	248.9	246.3
Farm value (1967 = 100)	259.2	258.9
Farm-retail spread (1967 = 100)	241.5	235.2
Eggs:		
Retail cost (1967 = 100)	173.8	162.5
Farm value (1967 = 100)	191.0	163.5
Farm-retail spread (1967 = 100)	148.9	161.0

Quarterly Periods

	1982		1981	
	III	IV	III	IV
Net Taxable Retail Sales ($000,000)	3,379	3,575	3,422	3,527
Personal Income ($000,000)	31,663	31,257	30,910	31,146

Stock Index

	Iowa*	Dow Jones Industrial
May, 1983	363.71	1,199.98
June, 1983	363.19	1,221.96
July, 1983	369.81	1,199.22

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Price Received by Farmers

	7/83	6/83	7/82
Corn, bu.	$ 3.03	$ 2.97	$ 2.41
Soybeans, bu.	6.03	5.83	5.94
Oats, bu.	1.67	1.61	1.66
Hogs, cwt.	43.40	43.60	56.60
Beef cattle, cwt.	59.20	61.10	59.80
Calves, cwt.	60.50	64.20	63.60
Milk (whls), cwt.	12.70	12.80	12.80
Sheep, cwt.	17.70	13.60	19.50
Lambs, cwt.	50.70	53.60	56.50
Eggs (market), doz.	.39	.44	.35
All hay, ton baled	54.00	55.00	52.00
Turkeys, lb.	.35	.37	.41

Average Price Paid by Farmers

	7/15/83	7/15/82
Beef cattle concentrated, 32-36%	$ 13.10	$ 12.80
Hog feed, 38-42% protein	15.00	15.10
Soybean meal, 44% protein	12.50	12.50
Dairy feed, 16% protein	192.00	190.00
Poultry feed, layer ration	188.00	190.00

Commodity Feed Price Ratios

	7/15/83	7/15/82
Hog — corn[1]	14.3	23.5
Beef cattle — corn[1]	19.5	24.8
Egg — feed[2]	4.6	4.1
Milk — feed[3]	1.32	1.35

[1] Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.

[2] Pounds of laying feed equal in value to 12 eggs.

[3] Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

Branstad beats drum for jobs

Iowa's number-one jobholder has been crisscrossing the state — visiting industries and talking with civic leaders — in an effort to spur the creation of more jobs.

And, by using the phone lines and the U.S. mail, Gov. Terry Branstad has extended the effort out-of-state.

It's all part of the governor's pledge to spend one half-day a week working with the Iowa Development Commission promoting economic development.

Since taking office in January, Governor Branstad has visited 44 industries in 26 Iowa communities. In his statehouse office, he's met with executives from eight other Iowa companies. And, he's telephoned or written another 60 industries, both in and out-of-state, to tell them Iowa is the right place for their next expansion or new plant.

"You've got to have the top man out there pushing economic growth," said Jack Bailey, IDC director.

Within the state, Bailey said, business people and workers need to know the governor is willing to do all he can to assure their success and well-being. Outside the state, he noted, corporate executives want to be assured the governor will do what he can to make their new plant profitable after it opens.

"I've made a concerted effort to be actively involved in economic development because it's so important to the future of this state and our people," Branstad said.

Dubuque visit

On a recent afternoon, the governor's schedule called for him to fly to Dubuque to visit a brewery, a movie set and an industrial plant.

It was one of his typically "tight" schedules, during which the governor:

- Let a group of Milwaukee business people know that their decision to buy and reopen the historic Dubuque Star Brewery was appreciated.
- Told actor/producer Ralph Waite and other members of the crew of the television series "The Mississippi" that they are welcome to film in Iowa anytime.

- Toured A. Y. McDonald's new $10 million plant and told company officials, the media and more than 300 people gathered for an open house that spawning the growth of existing industry is a top priority.

Following the hectic series of stops the governor said, "What I'm gaining most from this work is a clear vision of what can and should be done to boost Iowa's economy."

Sales

Fact-gathering is just one part of the governor's work with the IDC. He's also an active member of the sales team.

Among the governor's first contacts after taking office was a call to Cargill Inc., the company which broke ground in August for a $100 million plant near Eddyville. Branstad recently flew to St. Louis with Bailey and representatives of an Iowa community to talk with an industrial prospect.

Some of the existing industries the governor has visited have talked of expanding elsewhere or even leaving the state. During his visits, Branstad usually schedules private meetings with corporate executives to learn their concerns and their problems with doing business in Iowa.

"We won't know how to attract industry to Iowa until we talk with those who already operate plants here," Branstad said.

'He Cares'

A *Red Oak Express* editorial, written after the governor's visit to that city, said, under the headline "He Cares":

> . . . We initially questioned the merit of Branstad's visit. "What's to be gained from flying across Iowa to walk through a couple factories?" Our skepticism mellowed considerably after we accompanied the governor and his entourage through the production areas of both plants.
>
> The tours gave each of the plant managers a chance to explain their respective operations to the governor and his associates. Time also allowed for the managers to privately discuss their manufacturing concerns with the state officials.
>
> Branstad's intent was to increase his, as well as the Iowa Development Commission's, awareness of the status of the industries in our locale. . . .

"The tours offered an excellent opportunity for the governor to see first-hand the skilled, productive work force which is available in Marshalltown," said Jim Lowrance of that city's chamber of commerce after a Branstad visit to his community.

Plans already have been made for more trips, phone calls and letters as the governor maintains his demanding schedule into the fall.

"The business of bringing jobs into a state is becoming increasingly competitive," said the IDC's Bailey. "Unless you have the governor available to use as a point man, you're already starting out behind. Fortunately, here in Iowa, Governor Branstad is working overtime to help us do our job." ◆

Opposite page: Gov. Terry Branstad talks with IDC Deputy Director Keith Heffernan on the way to Dubuque. Left: Branstad gets a tour of the new A. Y. McDonald plant in Dubuque from company executive Bruce McDonald.

The governor and Dubuque Mayor Jim Brady listen as actor/producer Ralph Waite of "Waltons" fame tells a story on the set of the TV series "The Mississippi." In the background is IDC Commissioner Karen Merrick of Guttenberg.

Foreign business inquiries

Call 515/281-3251 for more information

Chemicals

A Belgian chemical manufacturer interested in expanding its product line seeks joint-venture or licensing-agreement partners in the field. The company currently produces phenolic resins, saturated polyesters and a reactive intermediate for unsaturated polyester resins. The firm is a subsidiary of Occidental, was founded in 1967, employs 115 and lists annual sales of $20 million. **(B83-6128JL)**

V-clamps

A British manufacturer of V-clamps, pressings and pipe couplings seeks a distributor agreement, joint venture or acquisition of an existing company in order to market its products in the United States. The firm supplies V-clamps to some of the largest engine manufacturers in Europe, was established in 1854, employs 50 and lists annual sales of $1.6 million. **(UK83-6234AJ)**

Imports

A Dutch firm is looking for new opportunities and additional product lines to import into the Benelux area. Currently, the firm is a major importer of home computers and electronic goods. **(N83-3662T)**

Homes

The largest home-building company in Norway is interested in a joint venture with, or acquisition of, a medium-sized home-building company in the United States. The Norwegian firm was established in 1927 and employs 1,800 people. **(N93-6924AJ)**

Lubricants

A German firm is looking for a U.S. licensee to manufacture its high-efficiency lubricants, universal greases and other related products. The company was established in 1834, employs 30 and lists annual sales of $18 million. **(G93-7029L)** ✤

C.R. trade conference set for Oct. 18

The sixth annual International Trade Workshop will be held at the Cedar Rapids Sheraton Inn on Oct. 18.

Topics scheduled to be covered during the all-day program include: international marketing and sales promotion, financing and credit, transportation and quotations, and documentation.

The workshop will begin at 8 a.m. The registration fee is $40, with a 15 percent discount for each additional person from the same company. To register, call 319/398-5412 or 800/332-8833, or write Continuing Business Education, Kirkwood Community College, P.O. Box 2068, Cedar Rapids, Iowa 52406.

The workshop is sponsored by the International Trade Bureau of Cedar Rapids, the Iowa Development Commission, the International Trade Administration, the Des Moines District Office of the U.S. Department of Commerce, the Iowa District Export Council, and Kirkwood Community College. ✤

Iowa's "Brain Trust" poses for a photograph that will be used in the Iowa Development Commission's advanced-technology advertising campaign. Sitting, from left: Gov. Terry Branstad; Ted Johnson, J-Tec Associates president; George Benning, Rockwell International executive; W. Robert Parks, Iowa State University president; Paul Joslin, Drake University professor. Standing, from left: James Van Allen, University of Iowa professor; Mark Ormsby, science fair winner; Constantine Curris, University of Northern Iowa president; James Freedman, University of Iowa president; Virginia Klein, University Hospitals senior project analyst.

Trade exhibitions

- PETROLERA '84. International Oil, Gas and Petrochemical Exhibition and Conference, Mexico City, Feb. 7-10, 1984.
- Sixth Kaduna International Trade Fair, Kaduna, Nigeria, Feb. 10-19, 1984.
- TELECOMUNICACIONES '84. Telecommunications Equipment Exhibition, Mexico City, Feb. 14-17, 1984.
- Cologne International Hardware Fair, Cologne, West Germany, Feb. 29-March 3, 1984.
- SAUDICOMPUTER. Business Computer Show, Riyadh, Saudi Arabia, March 18-22, 1984.
- HANNOVER FAIR '84. Hannover, West Germany, April 4-11, 1984.
- 12th Food and Equipment Trade Exposition, San Juan, Puerto Rico, April 14-16, 1984.
- BUSINESS INDONESIA. Second International Business and Office Equipment Exhibition, Jakarta, Indonesia, Sept. 18-22, 1984.
- 12th Japan International Machine Tool Fair, Tokyo, Oct. 30-Nov. 8, 1984.
- ARABBUILD '84. Fourth Middle East Building and Construction Show and Conference, Bahrain, Nov. 18-22, 1984.
- TEXTILE INDONESIA '84. Second International Textile Machinery, Garment Making and Finishing Equipment Exhibition, Jakarta, Indonesia, Nov. 27-Dec. 1, 1984.
- SAUDI CITY '84. Second Municipal Services, Public Works and Water Technology Show, Riyadh, Saudi Arabia, Dec. 9-13, 1984.

For more information, contact the Marketing Group, Iowa Development Commission, 600 E. Court Ave., Suite A, Des Moines, Iowa 50309; 515/281-3251. ◆

Learn how to be a Navy supplier

A conference for small-business owners interested in becoming suppliers to the U.S. Navy Aviation Supply Office will be held in suburban Philadelphia on Oct. 26.

Conference speakers will offer tips on how to share in the $2 billion a year business of supplying aviation and aviation-related spare parts to the Navy. The cost of registration to the one-day conference is $40. For more information, contact George K. Holiday at 215-697-2136. ◆

Iowa lures branch plants

(Cont. from page 6)

duction is expected to begin late next year, and a decision on whether to employ more workers will depend on business conditions at that time.

"We feel that the Knoxville plant was selected for this new coater because of the excellent reputation we have within the company in the areas of production, safety and employee attendance," said Walter Ritter, plant personnel manager. The new addition will bring the total area of the plant to about 500,000 square feet.

Worthington Tractor Salvage

Worthington Tractor Salvage, a Minnesota-based company, has opened a branch plant in Iowa Falls employing about 20 workers.

The company rebuilds tractor parts. The company also has a plant in Audubon.

Power Telephone and Supply

Power Telephone and Supply, a Tennessee-based firm, has established a warehousing, sales and distribution operation in southwest Des Moines. The Des Moines warehouse supplies electrical and communications equipment to firms throughout the upper Midwest.

Twenty workers were expected to be employed at the plant. ◆

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Jack C. Bailey .... Director
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Iowa Development Commission
600 E. Court Avenue, Suite A
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Boost to processed-food exports

'Taste of Iowa' goes abroad

"A Taste of Iowa," the Iowa Development Commission's new promotional campaign for the state's processed-food products, will gain a sister in October.

"A Taste of Iowa USA" will be unveiled in Cologne, West Germany, at the ANUGA food show, the world's largest international trade fair for processed foods. (ANUGA is a German acronym.)

The former theme represents the IDC's domestic campaign. The latter will headline the IDC's international efforts. The intent of both is to boost sales of foods processed in Iowa.

"Iowa always has been a leader in sales of raw agricultural commodities," said Jack Bailey, IDC director. "But, while we can't ignore that side of agriculture, the new 'pot of gold' is in increasing domestic and foreign sales of 'value-added' or processed foods.

"That way we not only create markets for farmers' products, but we also create manufacturing jobs."

Food processors employed 43,000 workers in Iowa in 1982, making them the state's second largest manufacturing employer. In 1981, Iowa ranked fourth in the nation with $13.5 billion worth of processed-food shipments.

The domestic "A Taste of Iowa" campaign was unveiled in June. The cornerstone of that campaign is a series of IDC-sponsored product shows that will be held around the country.

The international efforts will focus on cooperative sales work at international food fairs and exhibitions.

A taste of
IOWA
USA

At the ANUGA show, which is scheduled for Oct. 15-20, the IDC and the Iowa Department of Agriculture will share an exhibit. Twelve food processors with plants in Iowa have agreed to display their products in a catalog at the booth.

The food processors and exporters participating in the ANUGA show are:

- American Popcorn, Sioux City.
- Consolidated Popcorn, Schaller.
- Cookies Food Products, Wall Lake.
- Global Nutrameal, Spirit Lake.
- Good Seed & Grain, Hamburg.
- IBP Inc., Dakota City, Neb.
- Islamic Services/Midamar Corp., Cedar Rapids.
- National Oats, Cedar Rapids.
- Palmer Candy Co., Sioux City.
- Quinn Popcorn Co., Lake View.
- Tone Brothers Inc., Des Moines.
- W&G Marketing Co., Ames.

Besides the theme "A Taste of Iowa USA," the IDC is drawing up plans to assist food processors with their own efforts in the international marketplace by sponsoring export workshops, offering trade-show or trade-mission tips, and disseminating trade leads.

As part of both the domestic and foreign campaigns, the IDC is publishing a directory of the state's processed-food products. The directory will be available in late fall. ✤